

ROOSEVELT INAUGURAL NUMBER—14 PAGES IN THIS ISSUE

VOL. XXXVII, NO. 3

WEEK ENDING
MARCH 4, 1933

PRICE TEN CENTS

Mid-Week Pictorial

PUBLISHED WEEKLY BY THE NEW YORK TIMES COMPANY

"NEWS OF THE WORLD IN PICTURES"



FRANKLIN DELANO ROOSEVELT

Thirty-second President of the United States.
(© The New York Times Studios.)



THE NEW VICE PRESIDENT: JOHN NANCE GARNER
of Texas, Who Has Been the Speaker of the House.
(© New York Times Studios.)



THE WIFE OF THE NEW
VICE PRESIDENT: MRS.
JOHN NANCE GARNER,
Whose Help Has Been a Big
Factor in Her Husband's
Political Success.
(© Harris & Ewing.)



IN CHARGE OF ARRANGEMENTS FOR
THE INAUGURAL BALL: MRS. JOHN
ALLAN DOUGHERTY,
Prominent in Welfare Work and Social Ac-
tivities, Who Is Chairman of the Ball in the
Washington Auditorium on the Evening of
March 4. (Underwood & Underwood.)



THE SETTING FOR THE BIG EVENT OF MARCH 4: THE
INAUGURAL STANDS
in Front of the National Capitol Nearing Completion.
(Times Wide World Photos, Washington Bureau.)



PROMINENT AMONG DEM-
OCRATIC WOMEN: MRS.
RUTH BRYAN OWEN,
Former Member of the House.
Who Is Chairman of the Con-
gressional Women's Committee
of the Inaugural Ball.
(Harris & Ewing.)

At Right—
AT WORK ON THE PLANS
FOR THE EVENTS OF
MARCH 4: REAR ADMIRAL
CARY T. GRAYSON,
Inaugural Chairman, Confer-
ring With James A. Farley,
National Democratic Chair-
man, on the Inaugural
Program.
(Associated Press.)



Mid-Week Pictorial

"A NATIONAL MAGAZINE OF NEWS PICTURES"

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NEW YORK, WEEK ENDING MARCH 4, 1933.



THE NEW MISTRESS OF THE WHITE HOUSE

Mrs. Franklin D. Roosevelt, From a Portrait Study Made Only a Few Days Before the Inauguration.

(© Harris & Ewing.)



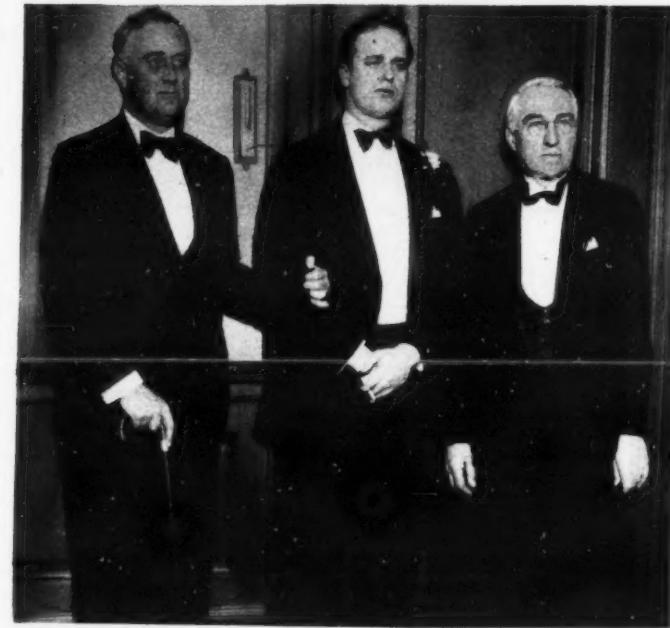
IN A TWO-HOUR CONFERENCE ON THE PROBLEM OF BRITISH WAR DEBTS TO AMERICA: FRANKLIN D. ROOSEVELT AND SIR RONALD LINDSAY

Going Over the Situation in the Roosevelt Home in New York City Following the British Ambassador's Return From Consultations With His Chiefs in London. (Times Wide World Photos.)



CHOSEN FOR THE LEADING POST IN THE ROOSEVELT CABINET: SENATOR CORDELL HULL

of Tennessee, Who Has Been Designated for Secretary of State, Photographed in His Washington Home With His Wife.



A LEADER IN BIG BUSINESS IS CHOSEN FOR SECRETARY OF THE TREASURY: WILLIAM H. WOODIN

of New York and Pennsylvania, President of the American Car and Foundry Company and an Officer in Many Important Corporations. In Previous Campaigns He Was a Republican, but Last Year He Was an Ardent Roosevelt Supporter. As a Hobby He Composes Music. (Times Wide World Photos.)



NEW YORK TAKES EVERY PRECAUTION IN GUARDING THE PRESIDENT-ELECT: FRANKLIN D. ROOSEVELT
Leaving the Liberty Street Ferry With Hundreds of Policemen on the Alert After His West Indies Yachting Trip. (Times Wide World Photos.)

IN ATTENDANCE AS HIS SON TAKES A MASONIC DEGREE: FRANKLIN D. ROOSEVELT
Arriving at Masonic Hall in New York With Elliott Roosevelt, Who Was to Be Inducted as a Master Mason. At the Right Is Christopher Mollenhauer, Grand Master. (Times Wide World Photos.)

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"I Hope, Little Man, You May Never Become President of the United States":
Grover Cleveland, Wearied by the Cares of State, to Franklin D. Roosevelt, Introduced at the White House by His
Father, James Roosevelt.

From a Drawing by Delos Palmer, Based on Photographs of the Period.

(© 1933, New York Times Company.)



THE ANCESTRAL ESTATE OF A COUNTRY GENTLEMAN ON THE BANKS
OF THE HUDSON: KRUM ELBOW,
the Home of Franklin D. Roosevelt at Hyde Park, N. Y., as It Appears From the Air.
(Fairchild Aerial Surveys, Inc.)

Below— THE BIRTHPLACE OF THE NEW PRESIDENT: THE ROOSEVELT HOME
on the Krum Elbow Estate, Which Has Been the Residence of Several Generations of His Family.
(Times Wide World Photos.)



THE NEW YORK CITY HOME: THE ROOSEVELT
TOWN HOUSE
in East Sixty-fifth Street.

**FROM THE
FAMILY ALBUM
OF THE
ROOSEVELTS**

A FOUR-GENERATION
GATHERING OF THE
ROOSEVELT FAMILY:
FRANKLIN D. ROOSEVELT,
Surrounded by His Nearest of
Kin in the Ancestral Home at
Hyde Park. In the Middle Row
Are Mrs. James Roosevelt, His
Mother; Mrs. Franklin D. Roose-
velt Holding Their Granddaughter,
Sara, and Mr. Roosevelt.
Seated on the Floor Are Mrs.
James Roosevelt, a Daughter-in-
law, and Mrs. Curtis Dall, the
Daughter. Standing, Left to
Right, James Roosevelt, Elliott
Roosevelt, Curtis Dall, Mrs. Elli-
ott Roosevelt, John Roosevelt
and Franklin D. Roosevelt Jr.
(© The New York Times Studios.)

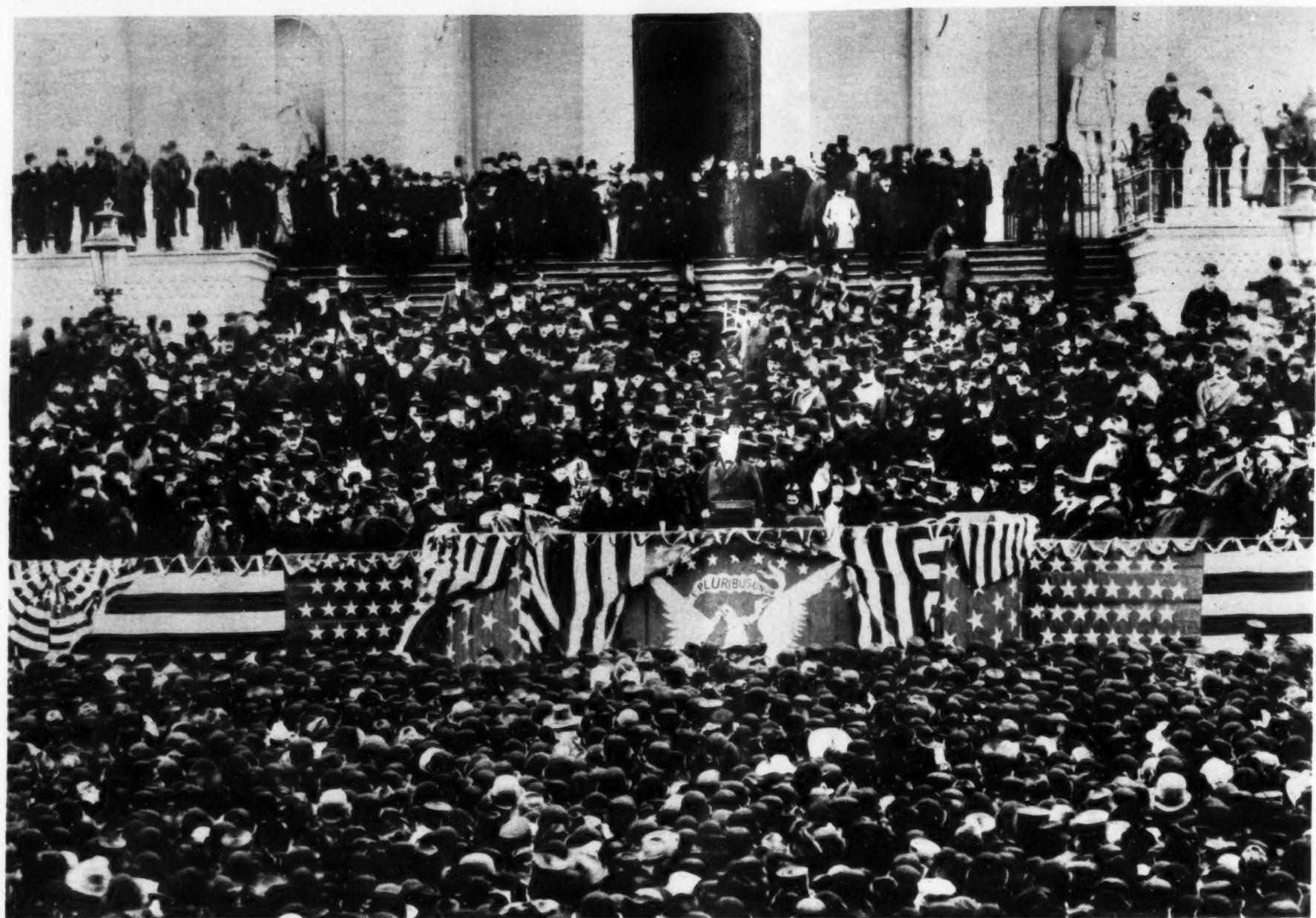


ON A SUMMER'S VACATION IN CANADA: MR. AND MRS. ROOSEVELT
With His Mother and the Five Roosevelt Children at Their Summer Home on
Campobello Island Before the Illness of 1923 Which Was to Necessitate Such
a Long Struggle to Regain His Health.

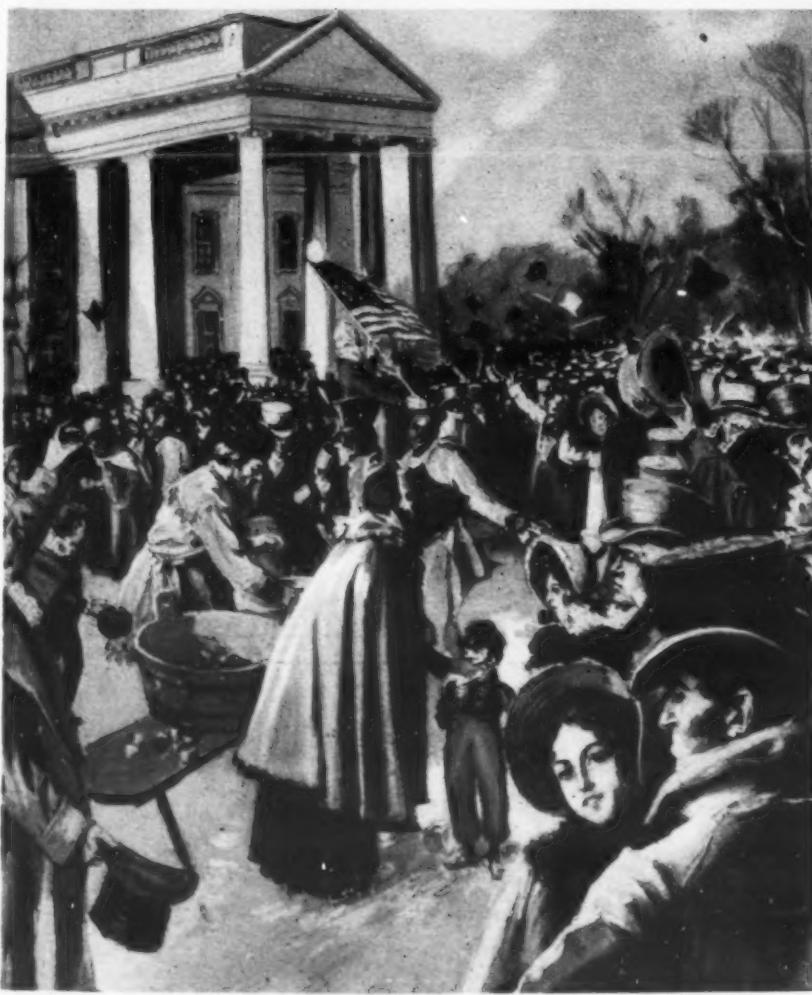


A FAMILY GROUP OF 1920: MR. AND MRS. ROOSEVELT
With Their Daughter and Their Four Sons as They Appeared at the Time He Was
the Running Mate of James M. Cox.
(Bachrach.)

GLIMPSES OF DEMOCRATIC INAUGURATIONS OF THE PAST



THE FIRST DEMOCRAT TO BECOME PRESIDENT AFTER THE CIVIL WAR: GROVER CLEVELAND
Delivering His Inaugural Address on the Steps of the Capitol.
(Brown Brothers.)



THE DEMOCRATS EXPRESS THEIR JUBILATION OVER THE VICTORY OF "OLD HICKORY": THE CRUSH AT THE WHITE HOUSE
After the Inauguration of Andrew Jackson in 1829. From a Drawing in the
Century Magazine.

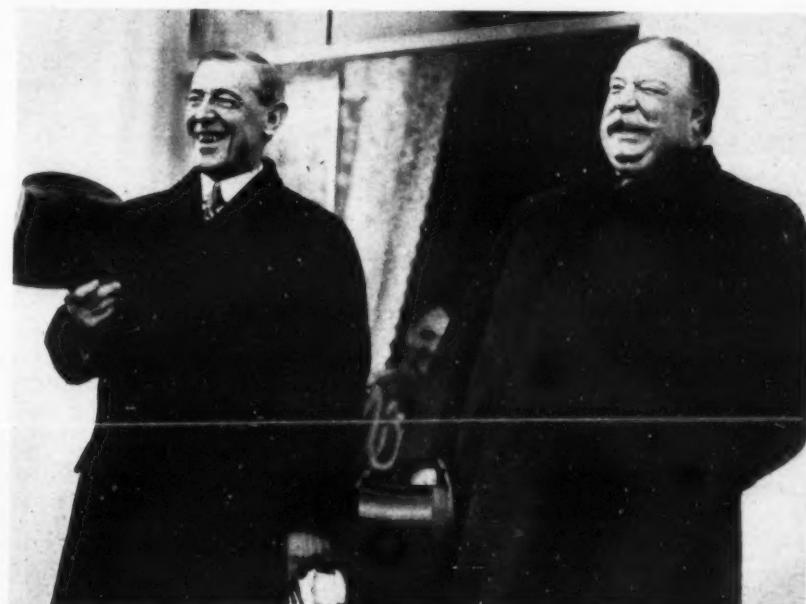


IN THE TRADITION OF JEFFERSONIAN SIMPLICITY: THOMAS JEFFERSON
Dismounting From His Horse to Attend His Inauguration, as Shown in an Old Drawing.
(Brown Brothers.)

ANOTHER GREAT DEMOCRAT: WOODROW WILSON'S INAUGURALS



ON THE EVE OF AMERICA'S ENTRANCE INTO THE WORLD WAR: PRESIDENT WILSON
Taking the Oath at His Second Inauguration in 1917.
(Brown & Dawson.)



AFTER EIGHT
YEARS IN THE
WHITE HOUSE:
PRESIDENT
WILSON,

His Face Drawn by
Illness and the Tremendous Responsibilities of His High Office, Riding With His Successor, Warren G. Harding, to the Inaugural Ceremonies of 1921. In the Front Seat Are "Uncle Joe" Cannon and Senator Philander C. Knox.

(© Harris & Ewing.)

THE WORLD
WAR
PRESIDENT AS
HE APPEARED
IN 1913:
WOODROW
WILSON

Laughing With
William Howard
Taft,
His Predecessor,
at the
Inauguration
Ceremonies at the
Beginning of His
First Term.
(Paul Thompson.)



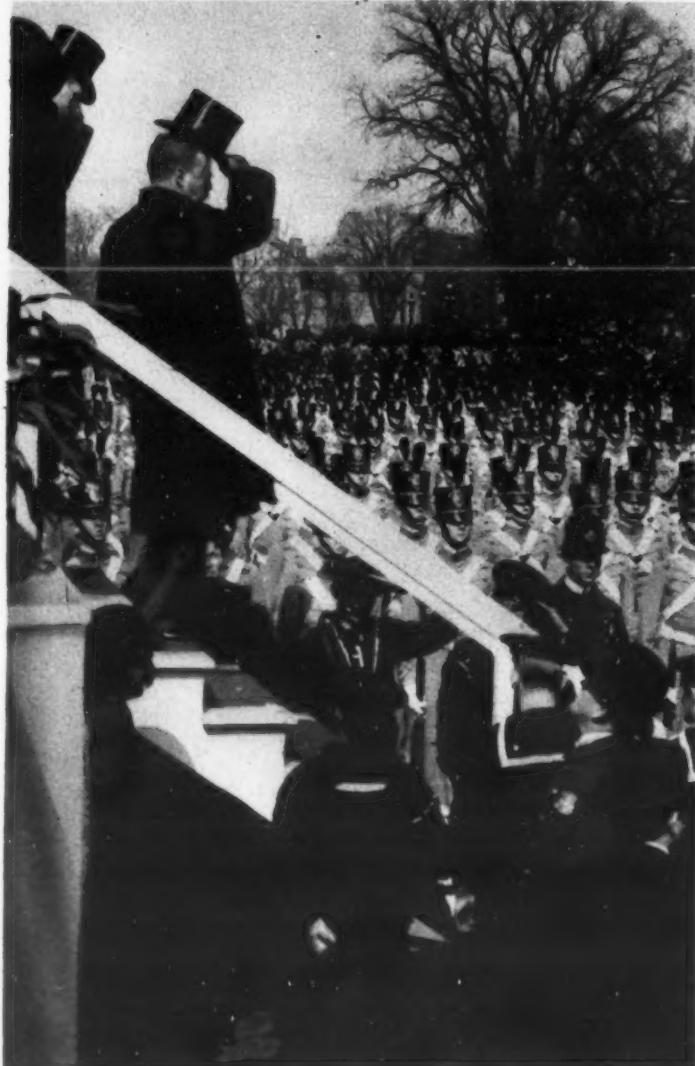
DEMOCRACY'S GREAT CELEBRATION OF 1913: PENNSYLVANIA AVENUE
in Washington Jammed With Enthusiastic Multitudes for the First Wilson Inauguration.
(© American Press Association.)

WHEN AN EARLIER ROOSEVELT OCCUPIED THE WHITE HOUSE

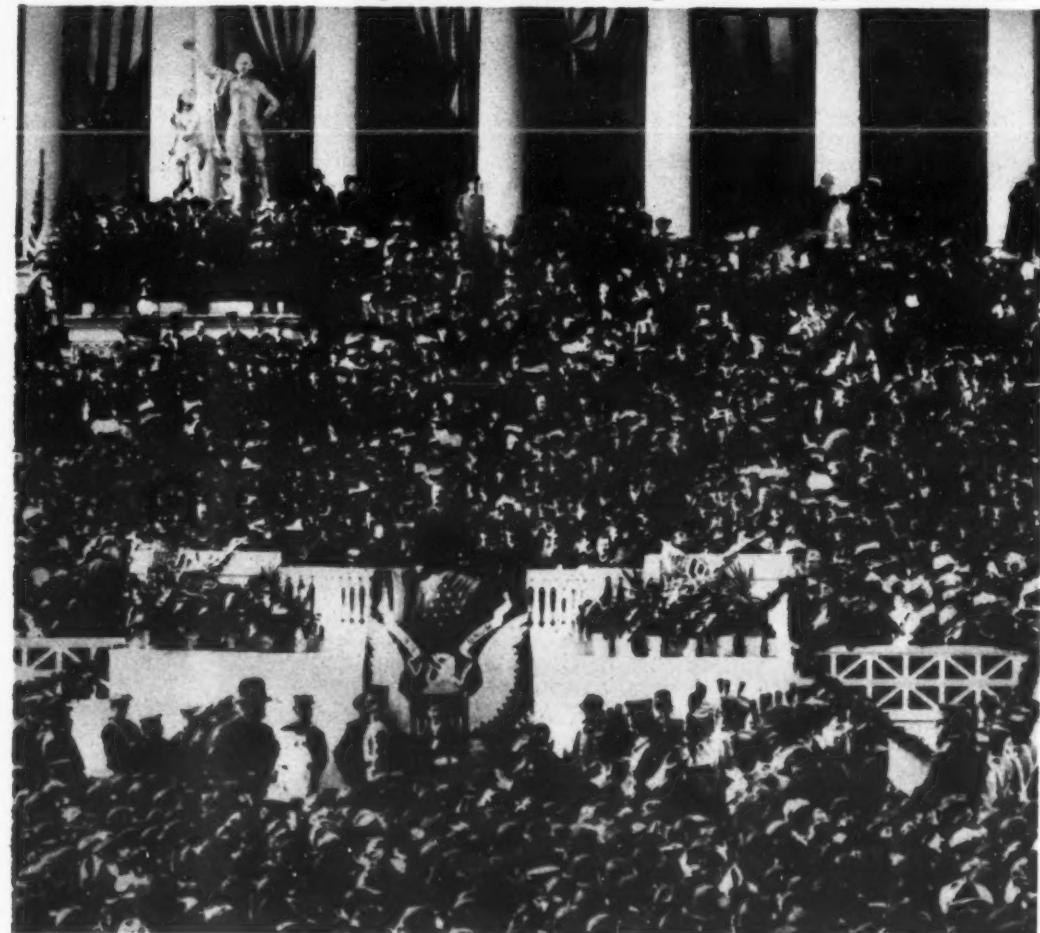


**WHEN ANOTHER ROOSEVELT FAMILY LIVED IN THE WHITE HOUSE:
THEODORE ROOSEVELT**

and His Family, as Shown in a Photograph Taken While He Was President. Left to Right Are Ethel Roosevelt, Later Mrs. Richard Derby; Theodore Roosevelt Jr., Now Governor General of the Philippines; Quentin Roosevelt, Who Was Killed in the World War; Mrs. Roosevelt, President Roosevelt, Kermit Roosevelt, Archie Roosevelt, Mrs. Alice Roosevelt Longworth and Nicholas Longworth. (© Harris & Ewing.)

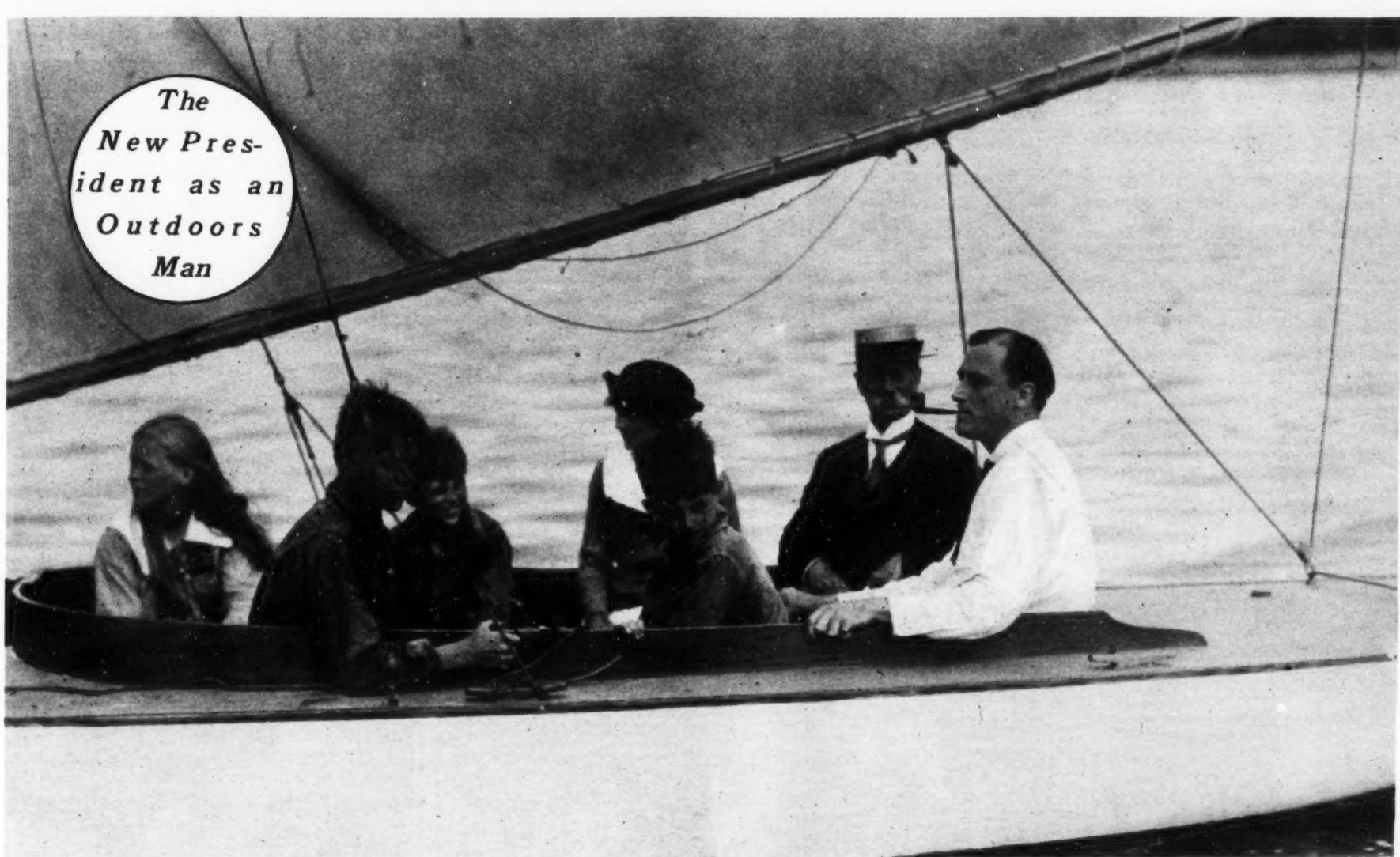


**MILITARY DISPLAY AT THE 1905 INAUGURATION:
PRESIDENT THEODORE ROOSEVELT**
Leaving the Stand After Delivering His Address.
(© Underwood & Underwood.)

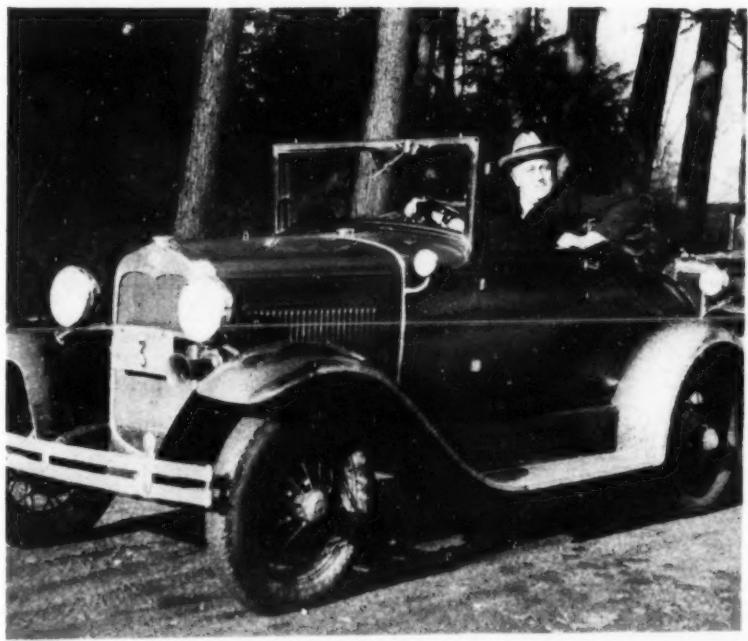


THE INAUGURATION OF THE TWENTY-SIXTH PRESIDENT OF THE UNITED STATES: THEODORE ROOSEVELT
Delivering His Inaugural Address in 1905.
(© H. C. White Co.)

*The
New Pres-
ident as an
Outdoors
Man*



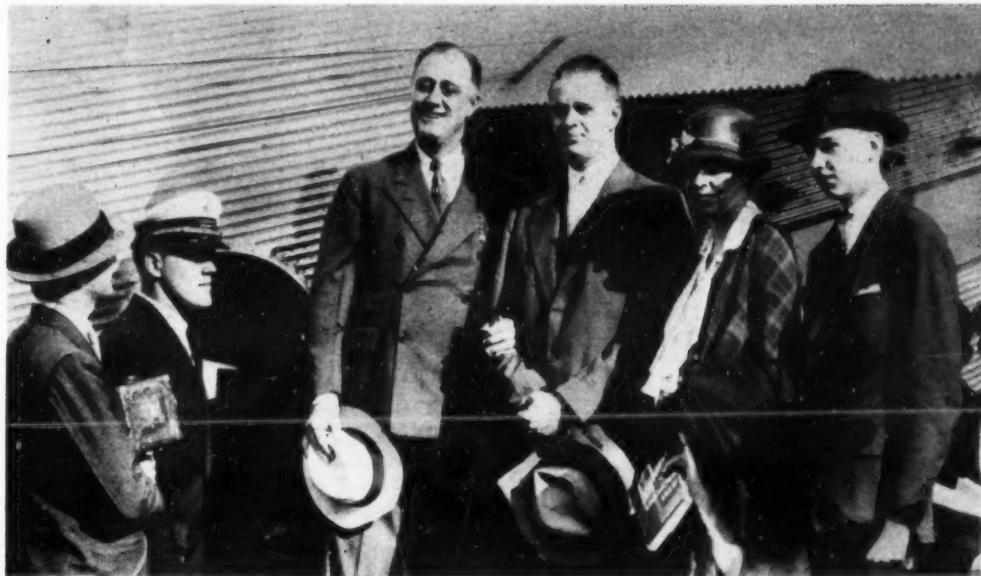
THE ARDENT YACHTSMAN OF 1920: MR. ROOSEVELT Out for a Sail With His Children on Passamaquoddy Bay, New Brunswick, Before Illness Restricted His Outdoor Activities.
(© Underwood & Underwood.)



A
DEVOTEE
OF
MOTORING:
MR.
ROOSE-
VELT
Driving
About the
Grounds of
His Hyde
Park Estate.
(Times
Wide World
Photos.)



TEACHING HIS GRANDDAUGHTER HOW TO SWIM: MR. ROOSEVELT With His Daughter, Mrs. Curtis Dall, and Little Anna Curtis Dall in the Pool on His Hyde Park Estate.
(Times Wide World Photos.)

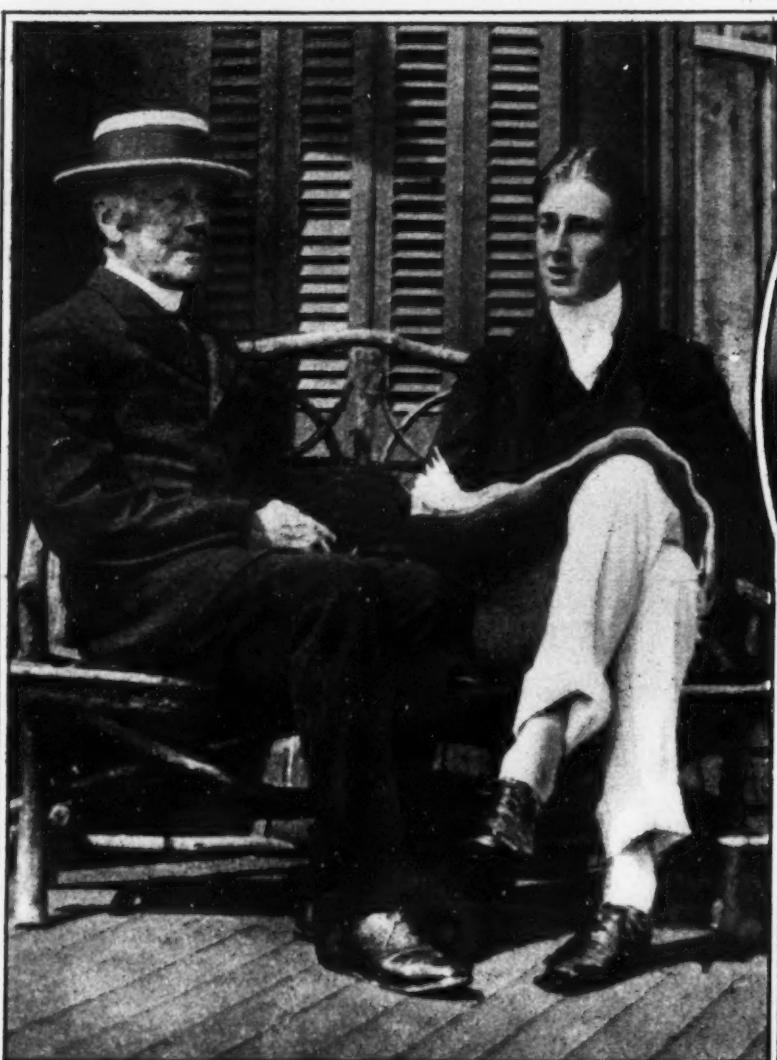


AN ENTHUSIAST FOR AVIATION: MR. AND MRS. ROOSEVELT and Two of Their Sons Boarding an Airplane at Albany for His Flight to Address the Democratic Convention in Chicago.
(Times Wide World Photos.)



GOING AFTER THE BIG ONES: MR. ROOSEVELT Fishing in the West Indies on His Recent Cruise Aboard the Nourmahal, a Photograph Made by His Host, Vincent Astor.
(Times Wide World Photos.)

A PICTORIAL BIOGRAPHY OF THE THIRTY-SECOND PRESIDENT



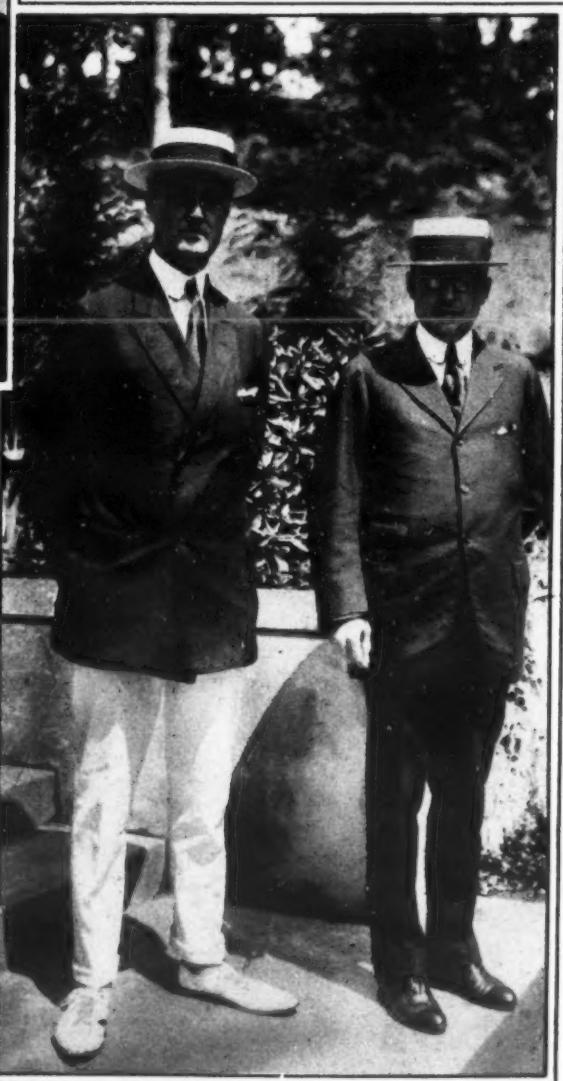
AT THE AGE OF SEVEN: MR.
ROOSEVELT,
From a Photograph Taken in 1889.
(Times Wide World Photos.)



THE
HARVARD
STUDENT
OF 1901:
FRANKLIN
D.
ROOSEVELT
and His
Father, James
Roosevelt,
From a Photo-
graph Taken
at Cambridge.
(Associated
Press.)



A FUTURE PRESIDENT IN ONE OF
HIS VERY FIRST APPEARANCES
BEFORE THE CAMERA: FRANKLIN
D. ROOSEVELT
as a Baby of 3 Months in the Arms of
His Mother, Mrs. Sara Delano Roosevelt.
(Times Wide World Photos.)



AS A SCHOOLBOY OF FOURTEEN:
FRANKLIN D. ROOSEVELT
With His Parents as He Appeared While
Attending Prep School at Groton.
(International.)



At Right—
THE YOUTHFUL STATE SENATOR
WHO UPSET TAMMANY PLANS: MR.
ROOSEVELT
at His Desk in Albany, Where He Served
From 1910 Until March 17, 1913, When He
Resigned to Become Assistant Secretary of
the Navy.
(Times Wide World Photos.)

THE DEMOCRATIC TICKET OF 1920:
JAMES M. COX AND FRANKLIN D.
ROOSEVELT
Before a Conference and Luncheon With Pres-
ident Wilson in the White House.
(© Harris & Ewing.)

THE FOUR YEARS IN ALBANY AS NEW YORK'S GOVERNOR



MOVING DAY AT ALBANY IN JANUARY, 1929: GOVERNOR ROOSEVELT and His Family Taking Possession of the Executive Mansion. In the Group Are Elliott, John and Franklin D. Roosevelt Jr. and Mr. and Mrs. Curtis Dall With Their Daughter, Anna. (Times Wide World Photos.)



THE BEGINNING OF HIS SERVICE AS GOVERNOR OF THE EMPIRE STATE: FRANKLIN D. ROOSEVELT Taking the Oath of Office on a Bible That Has Been in His Family for Four Generations, in Simple Inaugural Ceremonies at Albany in January, 1929. (Times Wide World Photos.)



AT AN INAUGURAL BALL IN ALBANY: GOVERNOR AND MRS. ROOSEVELT

With His Mother and Mr. and Mrs. Alfred E. Smith, Surrounded by Military Aides, in Their Box at the Social Function Celebrating the Beginning of the Second Roosevelt Term as Governor. (Associated Press.)



At Left—
WITH ONE OF THE MAJOR PROBLEMS OF HIS SECOND TERM: MR. ROOSEVELT AND JAMES J. WALKER, Then Mayor of New York, Discussing Municipal Affairs in the Roosevelt Town Home in the Period Before the Seabury Investigation. (Times Wide World Photos.)

Above—
THE GOVERNOR OF NEW YORK ADDRESSING ITS LEGISLATURE: MR. ROOSEVELT Appearin in the Assembly Chamber in Albany to Present His Program for Unemployment Relief to a Joint Session of the Senate and Assembly in August, 1931. (Associated Press.)

THE MAKING OF A PRESIDENT: CAMPAIGN AND THE BUILDING OF



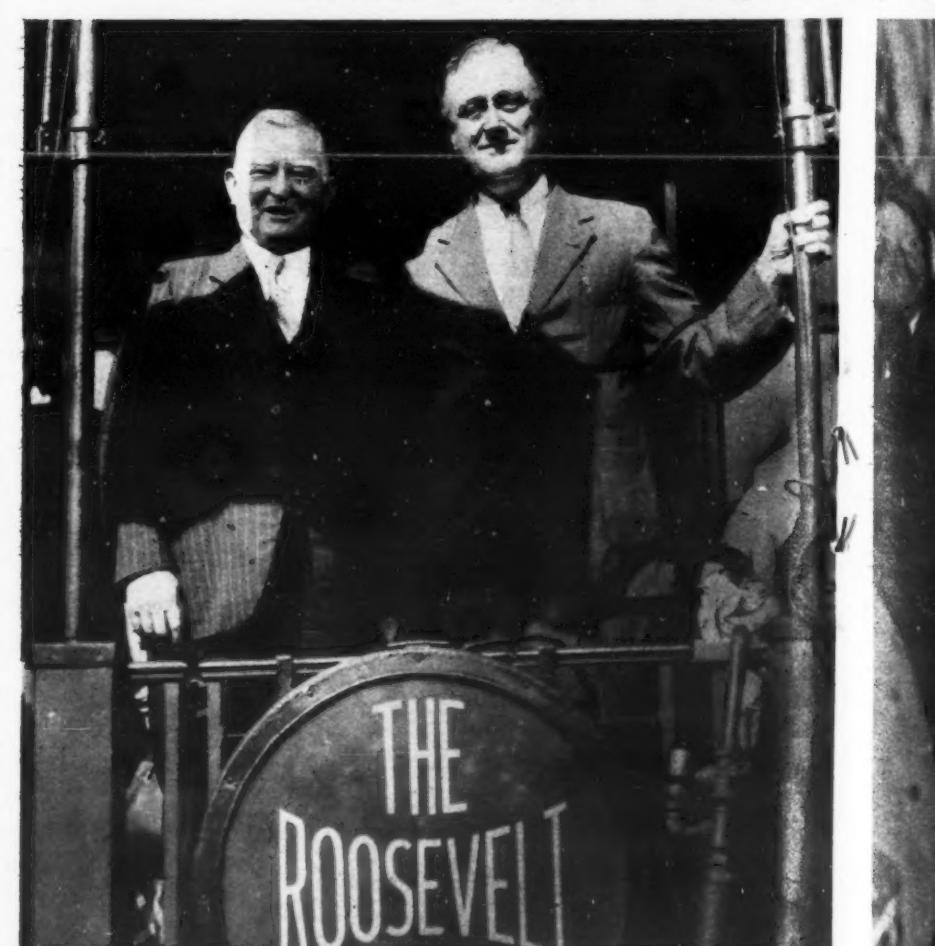
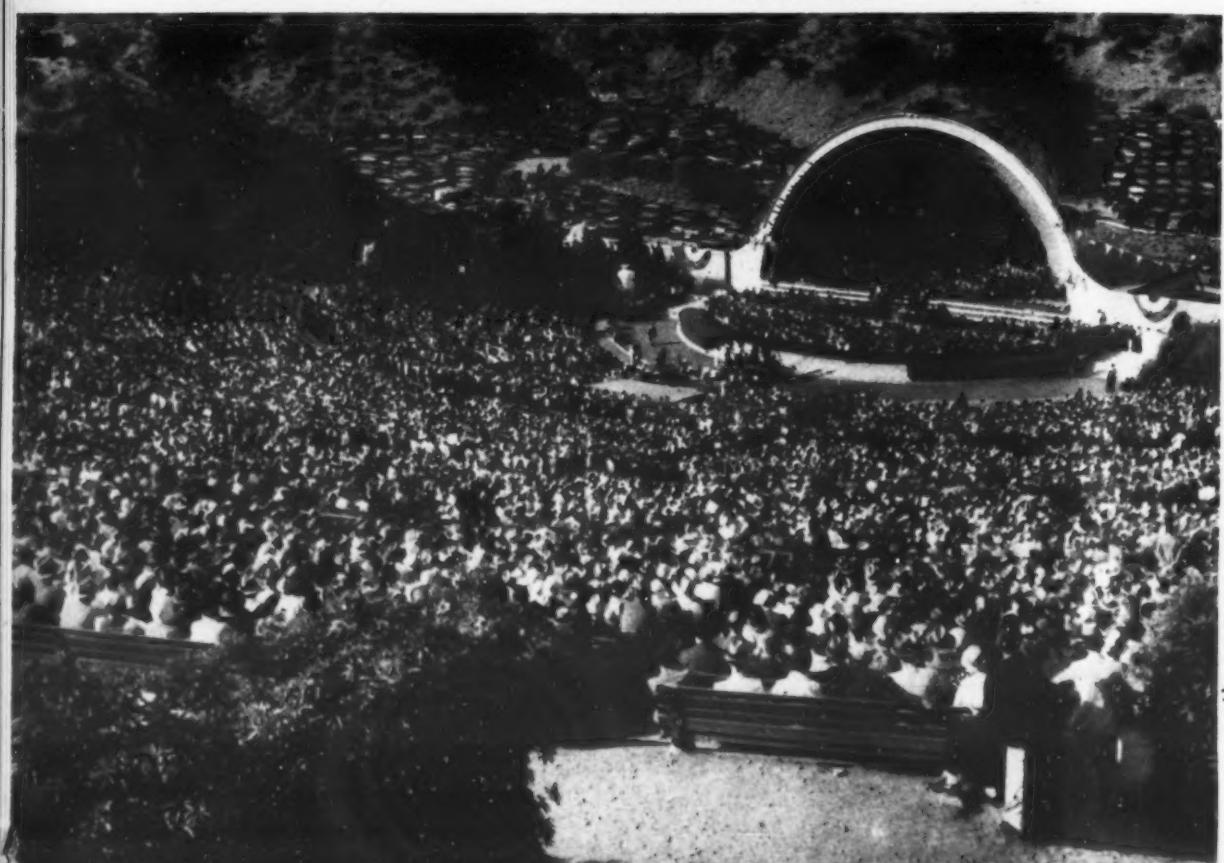
A
CONFERENCE
ON THE
POLICIES OF
THE NEW
ADMINISTRA-
TION: MR.
ROOSEVELT
AND OWEN D.
YOUNG
Have Lunch
While Discuss-
ing National
Affairs in the
Governor's
Office
in Albany.
(Times Wide
World Photos.)



THE RECORD OF OVERWHELMING VICTORY POURS INTO DEMOCRATIC
HEADQUARTERS: MR. ROOSEVELT
Reading Election Returns Which Showed an Unprecedented Sweep for the Democrats,
With James A. Farley, National Chairman, and Edward Flynn (Right), One of the
Party Leaders in New York City.
(Times Wide World Photos.)



THE FIRST ACCEPTANCE SPEECH TO BE WRITTEN IN
FRANKLIN D. ROOSEVELT
Addressing the Democratic Convention the Day After His Nomination,
Formal Notification Ceremonies and Flying to the Party Con-



REAR PLATFORM CAMPAIGNING: MR. ROOSEVELT AND SPEAKER
JOHN N. GARNER,
His Running Mate,
Greeting the Crowds
Which Met the
Roosevelt Special at
Topeka, Kan.
(Associated Press.)

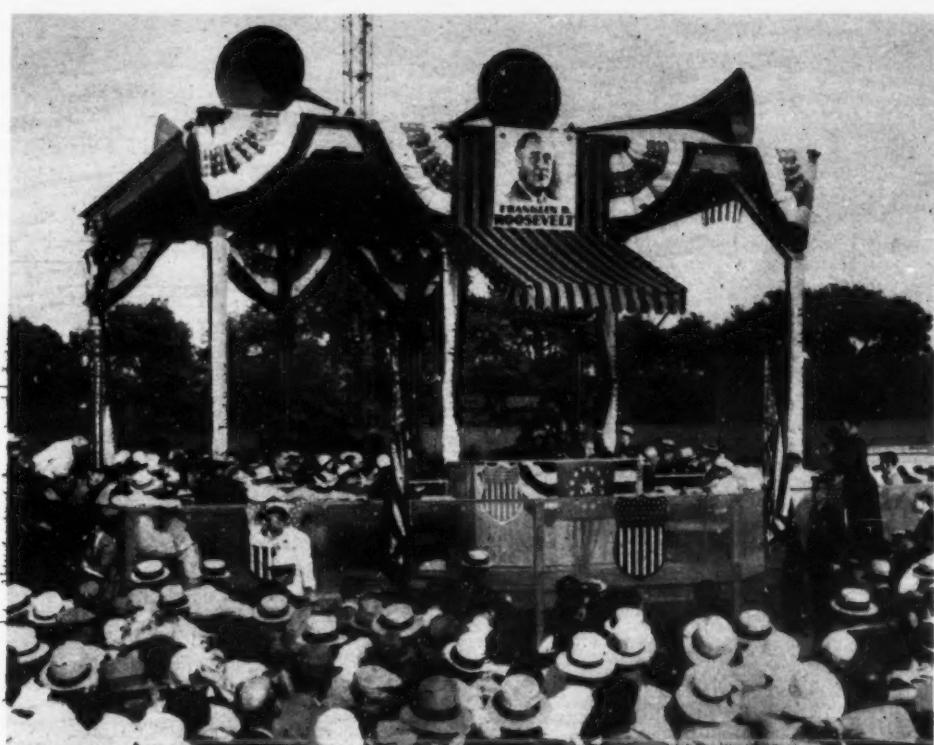
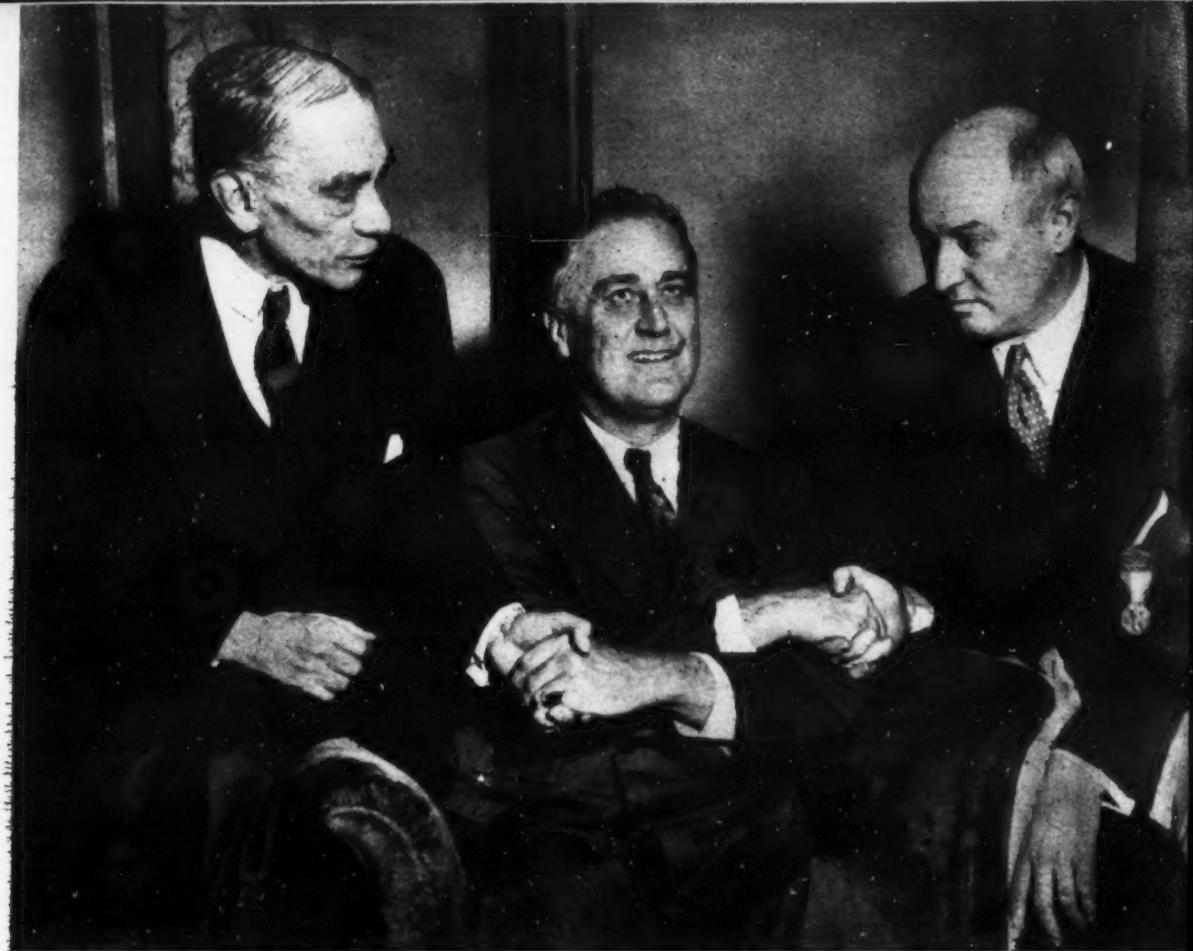
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DENT: SCENES OF THE ROOSEVELT
NG OF THE NEW ADMINISTRATION



WRITTEN IN THE SKIES IS DELIVERED IN CHICAGO:
LIN D. ROOSEVELT
is Nomination, Breaking a Long-Established Precedent by Foregoing
the Party Conclave to Launch the Campaign Immediately.



ONE PHASE OF THE STRENUOUS CAMPAIGN: THE DEMOCRATIC
PRESIDENTIAL CANDIDATE

Addressing a Crowd of 30,000 in the Municipal Stadium in Columbus, Ohio, in His
Thousands of Miles of Travel Before the Election.
(Times Wide World Photos, Cleveland Bureau.)

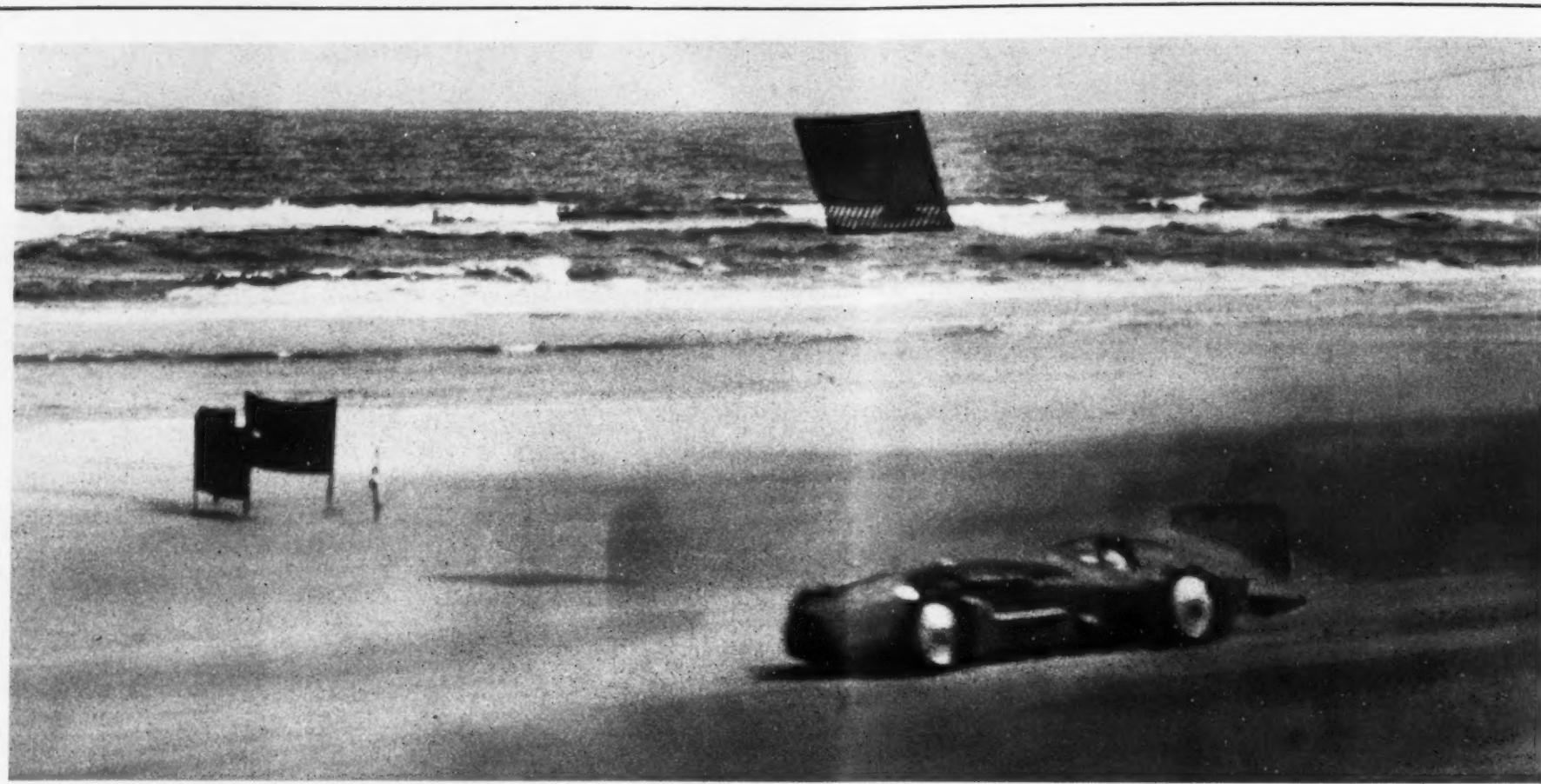


THE FAMOUS GREETING THAT ENDED A PARTY BREACH:

MR. ROOSEVELT AND
ALFRED E. SMITH,
Who Remained Aloof for
Weeks After the Bitter
Chicago Fight, Shaking
Hands at a Campaign
Rally.
(Times Wide World Photos.)

GEORGIA'S WELCOME TO HER
ADOPTED SON IN THE HEAT OF THE
CAMPAIGN: THE ROOSEVELT PARADE
Moving Through the Streets of Atlanta,
Jammed With Cheering Thousands, on the
Democratic Nominee's Swing Through the
Deep South. (Times Wide World Photos.)

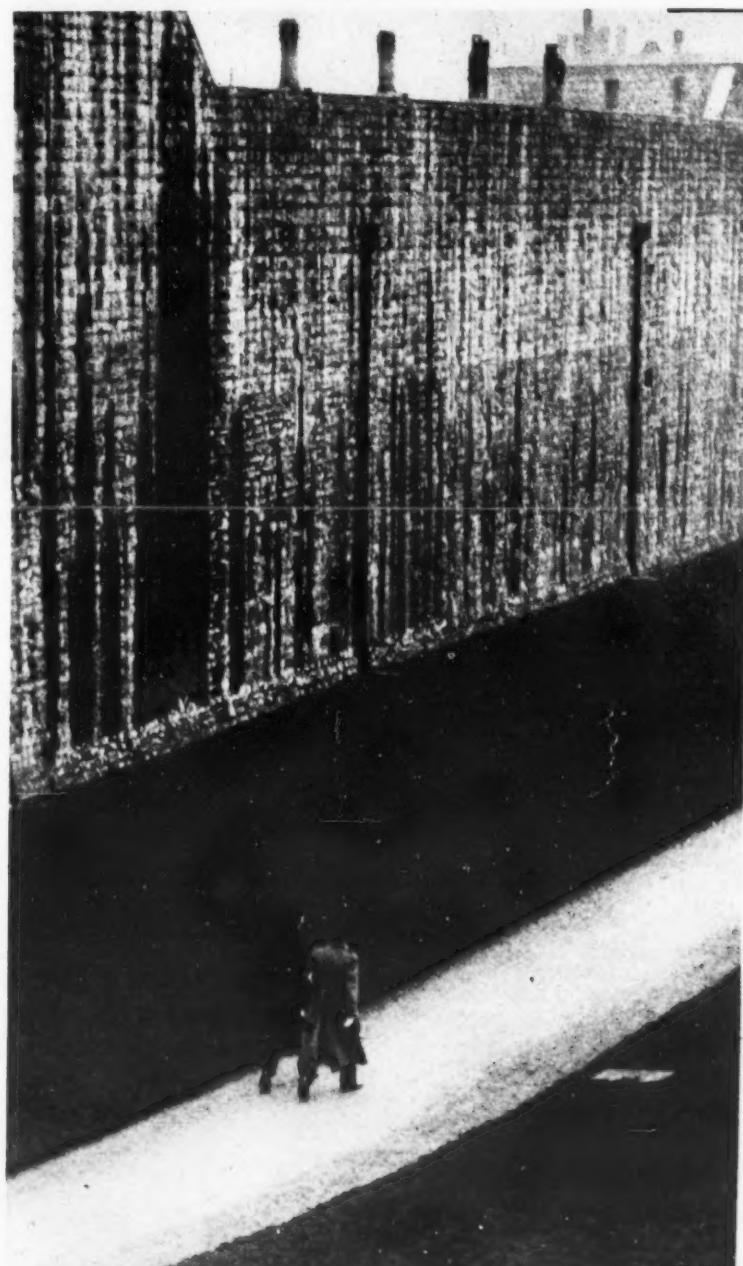
WITH HIS
CHIEF AIDES
OF THE
PRE-CONVEN-
TION
FIGHT: MR.
ROOSEVELT
Clasping Hands
With Louis
McH. Howe, for
Years
His Personal
Confidential
Assistant, and
James A. Farley,
His Campaign
Manager,
After
the Victory in
Chicago.
(Times Wide
World Photos,
Chicago Bureau.)



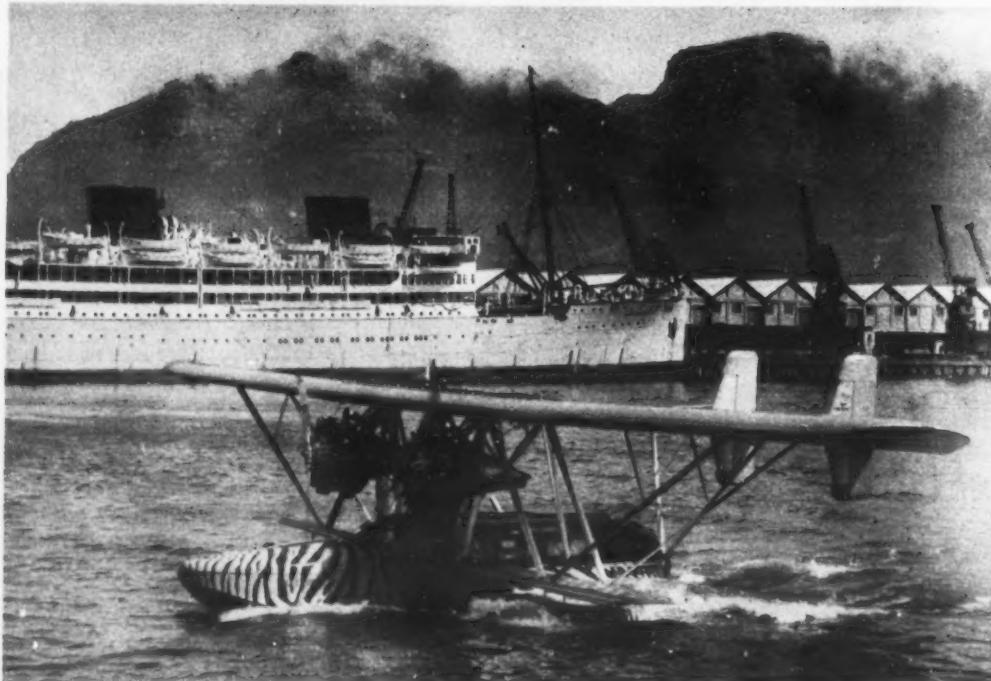
THE BLUEBIRD II PUSHES THE WORLD'S SPEED RECORD UP TO 272.108 MILES AN HOUR: SIR MALCOLM CAMPBELL
Snapped in Full Speed in Breaking His Own Mark by Nearly Twenty Miles an Hour, Although Daytona Beach Was Visibly Uneven and Was Overlaid With a White Mist So That Several Times in His Dashes He Almost Shot Off the Forty-Yard-Wide Course.
(Associated Press.)



At Left—
AGAIN HE PROVES HIS RIGHT TO THE TITLE OF THE WORLD'S SPEED KING: SIR MALCOLM CAMPBELL
Held Aloft on the Shoulders of His Crew of Mechanics After Setting a New Mark in Runs on Washington's Birthday.
(Associated Press.)



A "MYSTERY PRISONER" IN THE TOWER OF LONDON:
LIEUTENANT NORMAN BAILLIE-STEWART
of the Seaforth Highlanders (on the Left), Whose Detention on Charges Under the Official Secrets Act Has Caused Widespread Speculation, Exercising Behind High Walls in Company With a Guard.
(Times Wide World Photos, London Bureau.)

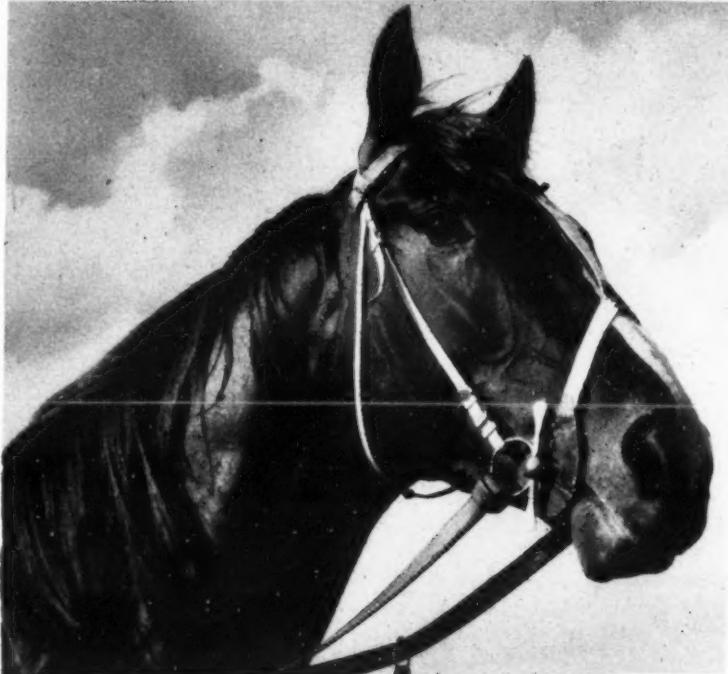


THE START OF AN AERIAL EXPEDITION INTO THE WILDS OF AFRICA:
MARTIN JOHNSON'S AMPHIBIAN
Leaving Cape Town Bound for Nairobi, Which Will Be the Headquarters of the Party in Two Years of Scientific Study.
(Times Wide World Photos.)



THE BIG SOCIAL EVENT OF THE ACADEMIC YEAR: THE JUNIOR PROM AT VASSAR COLLEGE, Poughkeepsie, N. Y., of Which Marjorie Lee of Steubenville, Ohio, Was the Chairman.

(Edmund L. Wolven.)



A SPRINTERS FROM THE LAND OF "DOWN UNDER": TEA TRADER, Which Has Been Brought to America by the Owner of Phar Lap, Ready for a Workout on the Track at Agua Caliente, Mexico. (Associated Press.)



MOTIVE POWER FREE FOR THE CAPTURE: A HERD OF WILD HORSES Is Rounded Up in the Coast Range of California and Driven to the Valleys for Pasturage, Awaiting the Time When They Will Be Broken for Farm Work or for Mounts. (Times Wide World Photos.)

A DETERMINED CAMPAIGN TO IMPROVE THE PRICES OF FARM PRODUCTS: DAIRY-MEN "ON STRIKE" to Better Their Situation by Withholding Supplies From the Market Dumping Milk Into a Road Near New London, Wis. (Times Wide World Photos.)



A GERMAN TOWN IS WRECKED BY A BLAST WHICH KILLED NEARLY 100 PERSONS:
THE RUINS OF A STREET IN NEUNKIRCHEN,
in the Saar Basin, Where the Explosion of a Big Gas Tank Scattered Débris for a Distance of
Two Miles and Destroyed Many Buildings. Hundreds Were Seriously Injured by the Blast
and for Hours the Town Was Virtually Deserted as Its Inhabitants Fled to the Woods and Fields.
(Times Wide World Photos.)



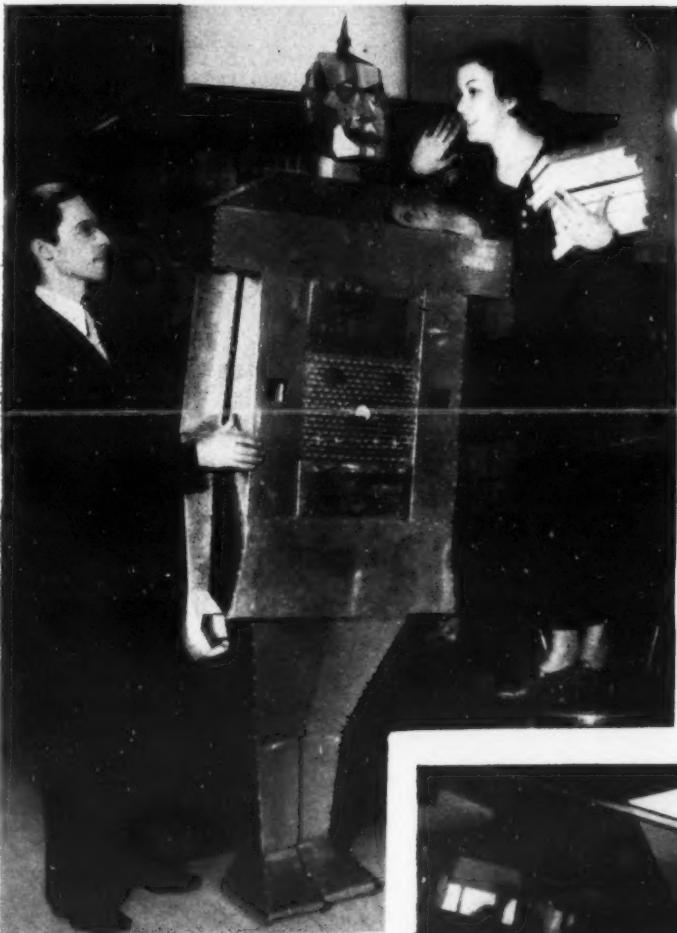
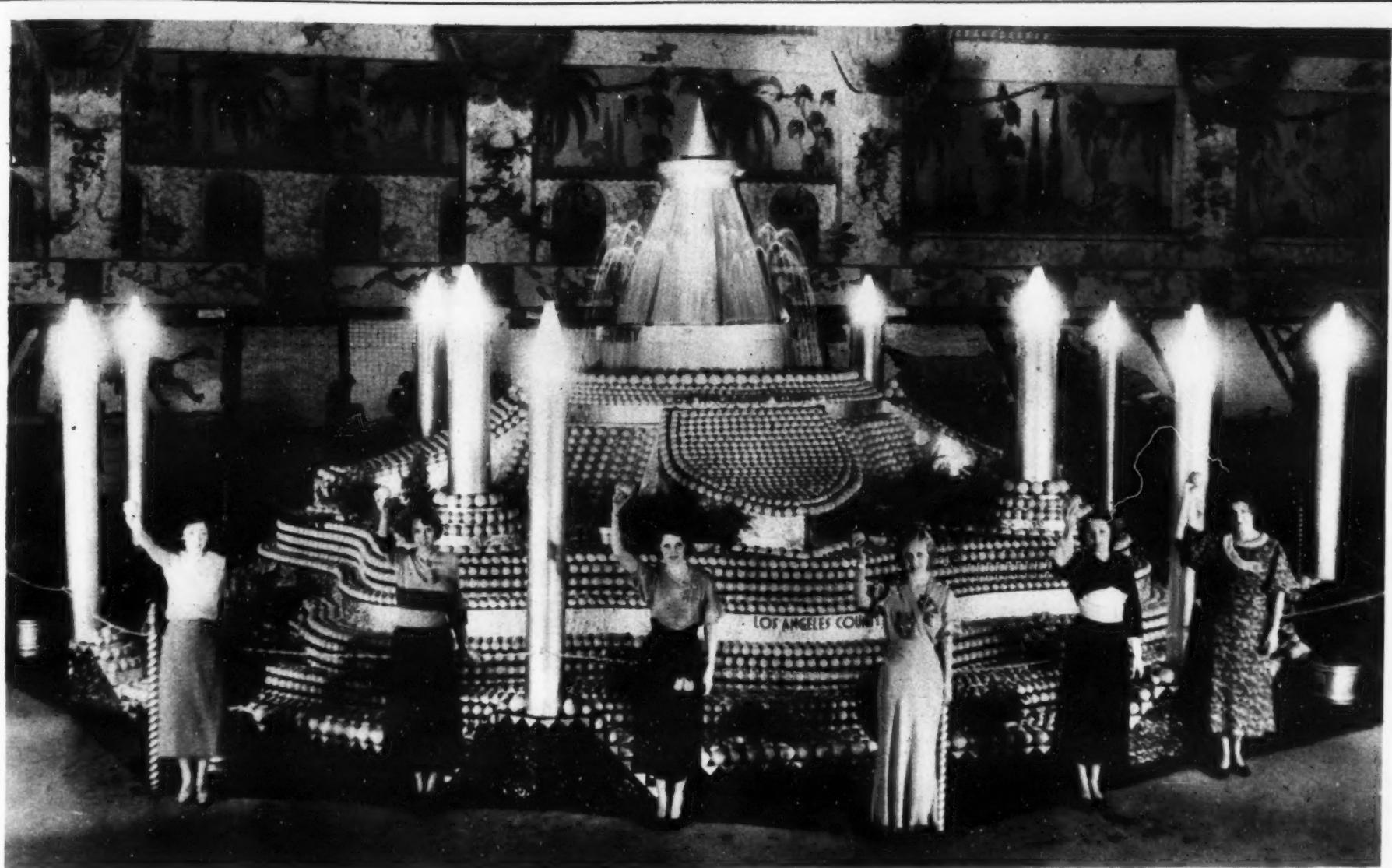
"THE SWEET-
HEART OF
THE BIG
TEN": MISS
BLANCHE
WADDELL,
19-Year-Old
University of
Illinois Girl,
Who Won the
Beauty Honors
for the Mid-
Western Uni-
versity Group
at a Charity
Ball at North-
western
University.
(Times Wide
World Photos,
Chicago Bureau.)



THE FEDERAL
GOVERNMENT
SAFEGUARDS
ITS PRICELESS
DOCUMENTS:
PRESIDENT
HOOVER
Speaking at Cor-
nerstone Cere-
monies at the
Great National
Archives Building
Being Erected in
Washington to
House Records
Which for Many
Years Have Been
Subject to Gradual
Deterioration and
Fire Hazards.
(Times Wide World
Photos, Wash-
ington Bureau.)



THE RESULT OF A CRASH WHICH COST FOUR LIVES: WRECKAGE OF A ROYAL AIR FORCE BOMBER
Which Burst Into Flames After Hitting the Ground in Wiltshire, England, While on a Night Flight.
(Times Wide World Photos.)



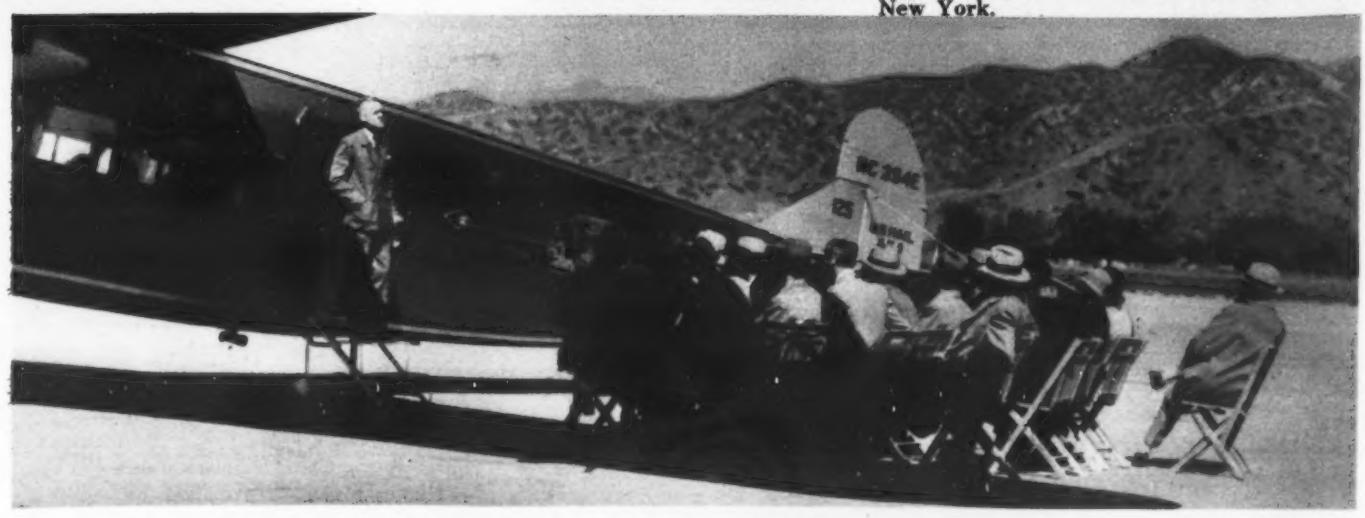
SOUTHERN CALIFORNIA HONORS ITS PREMIER FRUIT: A HUGE "BIRTHDAY CAKE" CONTAINING 17,000 ORANGES Is Installed at the National Orange Show at San Bernardino in Celebration of the Sixtieth Anniversary of the First Planting of Navel Oranges in the Region. (Times Wide World Photos.)



REHEARSING A SILENT VISUAL ACCOMPANIMENT FOR A SONG AND LIGHT RECITAL: THOMAS WILFRED, Inventor of the Clavilux, Which Projects on a Translucent Screen Light-Forms Varying in Color and Intensity, at the Keyboard of His Instrument With Julia Peters, Singer, Arranging the Program They Are to Give in Carnegie Hall, New York.

OFFERED AS A PREVIEW OF THE TECHNOCRATIC MAN OF 1950: "MR. JOHN KILOWATT OHM."

Endowed With the Ability to Talk, Walk, Smoke Cigarettes and Spit Fire, Visiting a Los Angeles Department Store With Its Inventor, Earl Kent, 21, of Carthage, Mo. (Associated Press.)



A SALES CONFERENCE IN THE MODERN TEMPO: T. RUSS HILL of Toledo, Ohio, Addressing Thirty of His Company's Salesmen From Seven Southern California Cities at the United Airport in Los Angeles. He Figures That the Use of Airplanes Enabled Him to Do in Seven Days Work That Otherwise Would Have Required Five Weeks. (Times Wide World Photos, Los Angeles Bureau.)

**A HIGHLAND PLAID**

With the Continental Cape Developed in a Fruit-of-the-Loom Fabric. The Hat and "Rubberella" Match. Harris Raincoat Co.

MARCH IS FLYING HER STORM SIGNALS!

THE CAPELET RAINCOAT,
Which, Being Sleeveless, May Be Easily Worn Over a Coat.
Shown Here in White Sudanette. Best & Co.

**MADE WITHOUT BUTTONS**

and Yet With Such a Wide Overlap That It
Affords Fullest Protection in the Severest
Storm. A Checked English Swagger Model.
Harris Raincoat Co.

**THE REVERSIBLE RAIN CAPE**

Made of Checked Fruit-of-the-Loom Cotton With White Silk Broadcloth on the Reverse Side. The Apache Hat and the "Rubberella," the Umbrella With a Compartment for Rubbers in Its Handle, Are in the Same Fabric. Harris Raincoat Co.



A DETACHABLE SHOULDER CAPE
and a New Light Material,
Checked Sudanette.
Peck & Peck.
(All Photos New York Times
Studios.)

By GRACE WILEY.

THE fashion for capes is one that the raincoat manufacturers can subscribe to with fullest enthusiasm, for it permits the use of raincoats right now. Even the fur coat could be worn under one of the full-length capes without suggesting bulkiness, and that

is a comforting assurance, when rainy days are still cold days.

The newest mode in raincoat fabrics is the use of fine cottons in smart plaids and checks. No need to add that the crêpe de chines are popular and stunning in gray and beige.

PIN-CHECKS
in a Rubberized Fruit-of-the-Loom Fabric Cut in Smart Cape Effect Which Slips Easily Over Any Other Outfit.
Lord & Taylor.

FASHIONS FOR THE MARCH BRIDE



DINNER GOWN OF BLACK CIRE LACE
and White Romaine Crêpe.
From Lucile Paray, Paris.
(Times Wide World Photos, Paris Bureau.)



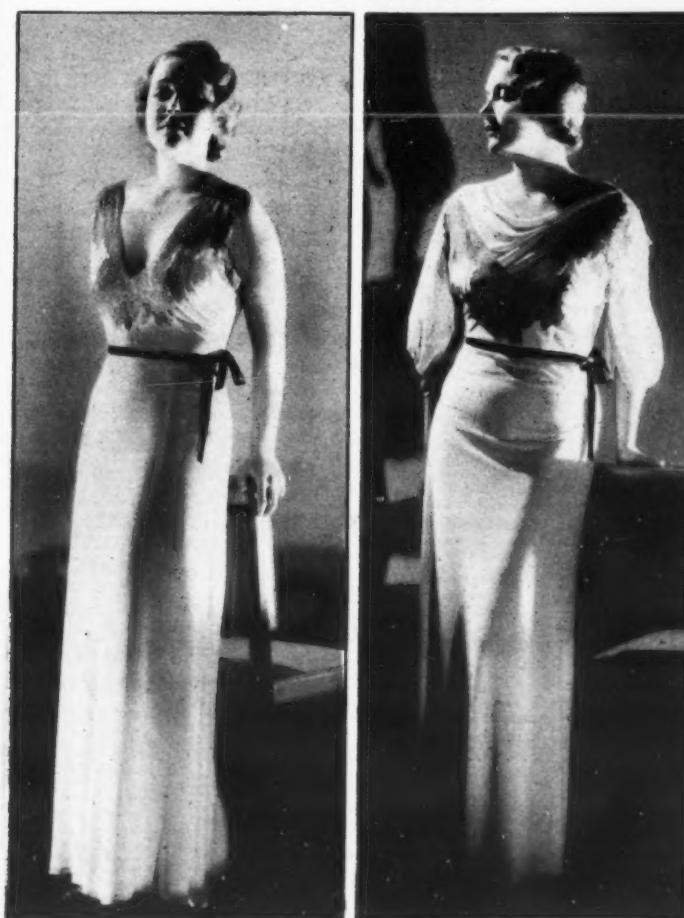
BEAUTIFULLY DRAPED WEDDING GOWN
of Soft Ecrû Satin With Antique Lace Sleeves and Cap.
Designed by Mishkin-Robins.
(New York Times Studios.)



A SMART TRAVELING SUIT IN THE TWO-FABRIC STYLE.
Both the Black Hat and White Blouse Are in Cloque Silk. Saks-Fifth Ave.



BRIDESMAID'S GOWN
in Pale Mousseine de Soie and a Pale Blue Taffeta Belt From Best & Co. The Blue Taffeta Hat With Pastel Velvet Flowers by Daché.
(Acqua Studios.)



SOMETHING NEW IN NIGHTGOWNS.
A Little Blouse Slips Under the Top of the Dull Finished Chardonize Nightgown and Transforms It Into a Glamorous Negligee.



THE BUSTLE CASCADE IS CHARMING
in White Chiffon With Capelet of White Fox.
Designed by Jay-Thorpe for Miss June Knight,
Stage Star.
(Ralph Sommer.)

SMILING THROUGH

A MAN whose son was an applicant for a position in the civil service, but who had been repeatedly "turned down," said: "It's hard luck, but Bill has missed that civil service again. It looks like they just won't have him, that's all."

Friend—"What was the trouble?"

Man—"Well, he was kinder poor at spellin' and geography an' he didn't do too well in arithmetic."

Friend—"What's he going to do about it?"

Man—"I don't know. Times are not so good for us, an' I reckon he'll have to go back to school teachin'."

—*Red Cat.*

Old Gentleman—"What is the matter, little boy? Are you lost?"

Boy—"Yes, I am. I might have known better than to come out with grandma. She's always losing something."—*London Answers.*

Street Car Conductor—"Madam, this transfer has expired."

Irate Lady—"Well, you can't expect much else with the cars so poorly ventilated."

Morning service was over, and the congregation was dispersing. Presently the vicar appeared, and joined a little party of parishioners. He introduced a sea-captain, who had lately come to reside in the district, to the local squire.

"You have seen each other in church today," said the vicar.

"Sure," said the sailor. "He was sleeping in the next bunk to me."—*Tatler.*

"Now," said the professor, "pass all your papers to the end of the row; have a carbon sheet under each one, and I can correct all the mistakes at once."—*Red Cat.*

A respectable woman was charged with stealing goods from a large store. It was an obvious case of kleptomania, and the magistrate, who seemed inclined to be lenient, asked the prisoner if she had anything to say on her behalf.

"Well, sir," she said hopefully, "I only take British goods."—*Tatler (London).*

Young Man—"Darling, our engagement means everything to me. I'm in the seventh heaven!"

Fiancée—"Oh, indeed! And who are the six girls you've been engaged to before?"—*Vart Hem.*

"Have you seen Kitty's engagement ring?"

"Yes—I wore it all last year."—*London Tit-Bits.*

The man of the house came downstairs with an angry face. "That boy has taken some money out of my pocket," he stormed.

"Oh, Henry," said his wife, defending her young, "how can you say that? Why, it might even have been me." Father shook his head. "No, my dear, it wasn't," he said, "because there was some left."—*Tatler.*

(C) 1933, New York Times Co.)



THE "KINGFISH" OF LOUISIANA: SENATOR HUEY LONG,
From a Drawing by Leo Hershfield.

ED WYNN'S QUESTION BOX

Dear Mr. Wynn:

I have an uncle who is so stingy that every time he sends his pajamas to the laundry he sneaks a pair of socks in the pocket. Did you ever hear of any one as stingy as that?

Yours truly,

Moe Beel.

Answer—The stingiest man I ever heard of was a man who starved to death in a "pay-as-you-leave" trolley car.

Dear Mr. Wynn:

I have a girl friend who is a good swimmer. She told me yesterday that she once fell off a boat into the water and a large shark came after her, looked her over, then went away without even touching her. Do you believe that? Yours truly,

Ike Antbee Leevit.

Answer—Sure I believe it. It must have been a man-eating shark.

Dear Mr. Wynn:

My husband, who was a fireman, was discharged by the city. The only reason given in his discharge was "For acting childish at the last fire." What do they mean by saying "he acted childish?" Truly yours,

Hooken Ladder.

Answer—Your husband probably was in charge of the hose crew and "by acting childish," they simply mean he played on the ruins after the fire was out.

Dear Mr. Wynn:

My brother and I are having an argument and want you to settle it. I say the first doughnuts were fried in America. He says not. Who is right? Yours truly,

N. Digestion.

Answer—Your brother is right. The first doughnuts were fried in Greece.

Dear Mr. Wynn:

I am in love with a boy 21 years of age. He wants me to marry him, but he is a spendthrift. Is it all right for me to marry a spendthrift? Yours truly,

Wanda Whatedu.

Answer—It is all right if he is just starting on his career as a spendthrift. Get in on it, kid.

Dear Mr. Wynn:

I am a boy 12 years of age and have been offered a job after my school hours. I am supposed to set fifteen rat traps in the basement of an office building every day. Is it hard to learn to set a rat trap? Sincerely,

I. D. Clare.

Answer—It is very easy to learn how to set a rat trap after you once get your hand in.

Dear Mr. Wynn:

What does it mean when you see a lot of letters after a doctor's name? Sincerely,

Meddie Son.

Answer—That simply means he got to where he is by "degrees."

POINTED PARAGRAPHS

Why isn't a bachelor a singular fellow?

Many a good detective makes light of his ability as a shadow.

It's merely a matter of time until a white lie takes on a somber hue.

A man is deceiving only himself when he thinks he is deceiving his wife.

How some women do enjoy taking a whack at some other woman's reputation!

When some people succeed in making a good guess they call it intuition.

Some folks find consolation in thinking the things they dare not say.

The man who is thoughtfully imbued with the idea that a public office is a public trust may believe in investigating committees.

Time heals all wounds. Money is also a great healer.

Woman may be the weaker vessel, but man is often broke.

The majority may rule if the minority isn't made up of women.

Every time the sun shines the pessimist consoles himself with the thought that it is raining somewhere.

A girl never objects to the cold treatment of a young man who orders ice cream.

SENATOR SOAPER SAYS:

Hollywood reports the practice of loaning stars is on the increase. It's nothing to see a casting director going from studio to studio asking "Brother, can you spare a mime?"

It is officially announced that women in Soviet Russia are now the legal equal of men, but they'll soon tire of the discrimination.

With Hitler and Mussolini for a nucleus, Europe may in the course of time have a boast-to-boast hookup.

The surprising revival of the horse in farming regions may catch some legislatures unawares unless they come through quickly with an oats tax.

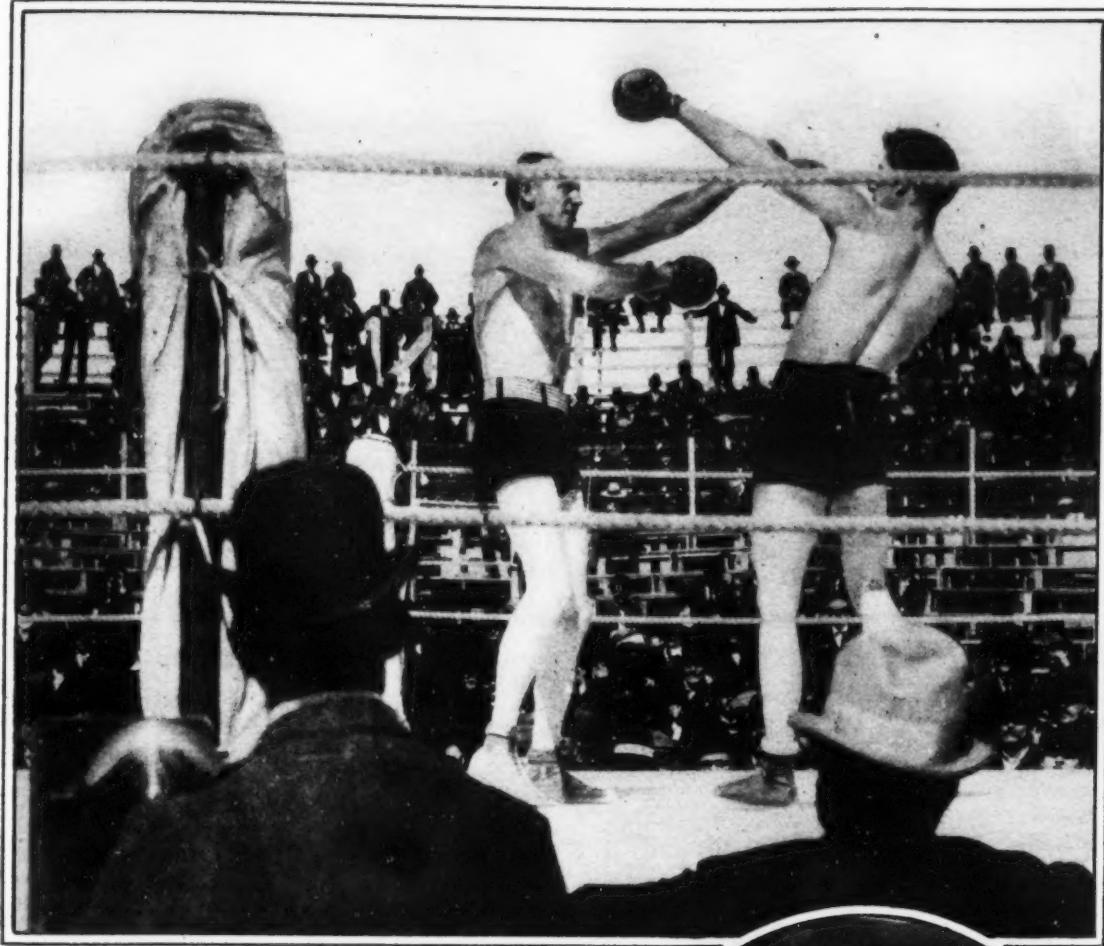
The discovery that the first jig-saw puzzle was invented in a madhouse is reassuring, as we knew one of us must be crazy.

March 5 would seem the best day for an alert brush salesman to pull the White House bell and ask, "Could I interest you in a new broom?"

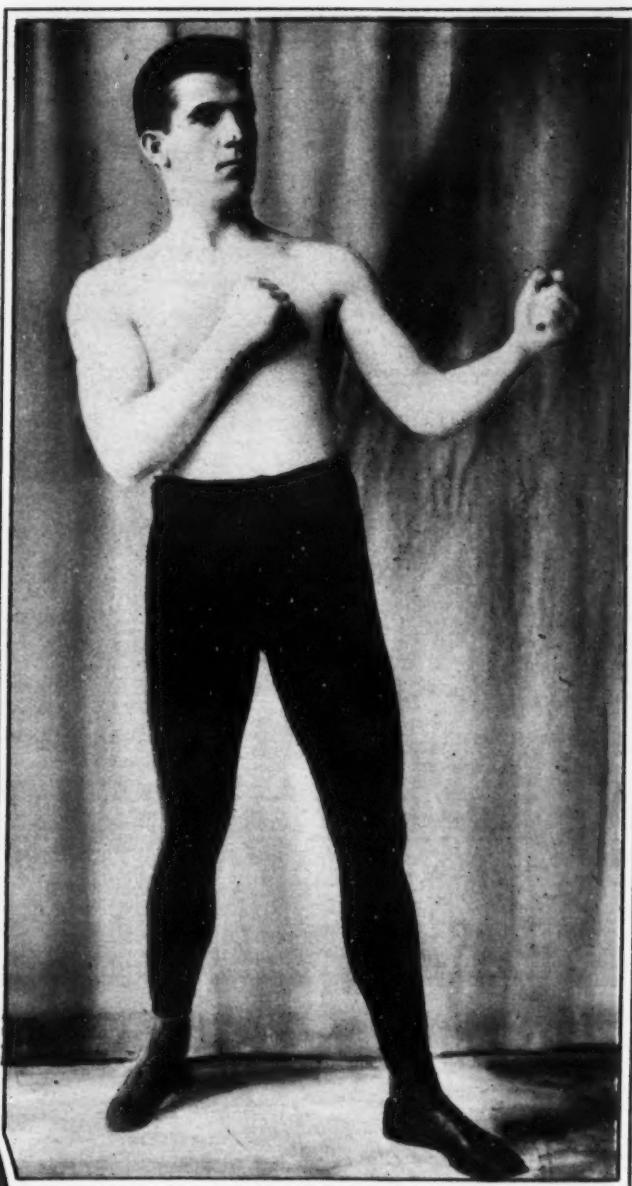
The distances to fixed stars, computations show, will have to be cut 10 per cent. We trust it is impressed on them that they are lucky not to be laid off entirely.

Who knows but what the depression will be over of its own accord before Congress gives us a beer to cry into!

"GENTLEMAN JIM" CORBETT, FIRST OF THE SCIENTIFIC PUGILISTS



THE 1897 BATTLE FOR THE WORLD'S CHAMPIONSHIP:
CORBETT AND FITZSIMMONS
Sparring in the Fourteenth Round of Their Carson City
Bout, Just a Few Seconds Before Fitz Landed the Solar
Plexus Smash That Won the Title.
(© International.)



THE HEAVYWEIGHT CHAMPION WHO INTRODUCED A NEW ERA IN BOXING DIES AT THE AGE OF 66: JAMES J. CORBETT,
Who Beat John L. Sullivan in 1892 and Held the Title Until His Defeat by Bob Fitzsimmons in 1897,
as He Appeared in Fighting Pose at the Height of His Career.
(Brown Brothers.)



"WHEN THEY FOUGHT TO A FINISH FOR GLORY AND CARFARE":
CORBETT AND FITZSIMMONS
Clinching in the Eleventh Round at Carson City.
(Associated Press.)



At Left—
"GENTLEMAN JIM,"
THE ACTOR:
JAMES J.
CORBETT
in the Years Following His Retirement From the Ring When He Appeared in a Variety of Stage Productions.
(Brown Brothers.)



At Right—
THE WORLD'S CHAMPION TAKING A BIT OF EXERCISE: JIM CORBETT
Going Out to Do a Mile Against Time in 1894 at the Old Manhattan Beach Bicycle Racetrack on Long Island.
(Brown Brothers.)



FRIENDS AND RIVALS OF THE OLD DAYS:
JIM CORBETT AND JAMES J. JEFFRIES,
His Trainer for the Fitzsimmons Fight at Carson City, Nev. After Jeffries Won the Title, He Twice Defeated Corbett in Efforts at a Come-Back.
(Brown Brothers.)

FASHIONS IN BEAUTY



ACCORDING TO MARY CARLISLE,
Screen Star, the Time to Apply the Cheek Rouge
Is When One Is Smiling, for the Cheeks Are Then
Distended.



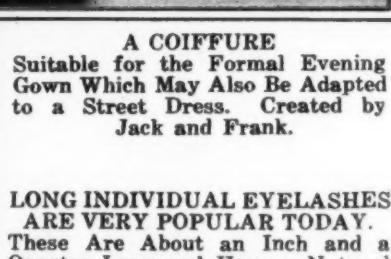
EILEEN PERCY,
Movie Actress, Shows How Effectively the
Hairpiece Can Be Worn With a Formal Coiffure.



AN ATTRACTIVE MANICURE SET
FOR THE DRESSING TABLE.
The Tray Is of Bakelite and Has a Niche
for Each Article. The Set Contains
Every Article Essential for a Perfect
Manicure.



A SUITABLE FOR-
MAL COIFFURE FOR
THE DARK TYPE
Is Shown by Phyllis Barry, Movie
Player. The Hair Is Bobbed
Short and Combed Back Without
a Part, With Shadow Waves Run-
ning Across the Head Leaving the
Ears Exposed.



A COIFFURE
Suitable for the Formal Evening
Gown Which May Also Be Adapted
to a Street Dress. Created by
Jack and Frank.

LONG INDIVIDUAL EYELASHES
ARE VERY POPULAR TODAY.
These Are About an Inch and a
Quarter Long and Have a Natural
Curl. A Lash Is Picked Up With
Flat-Tipped Tweezers, Dipped Into a Liquid and Placed at Either Side or
Underneath One of Your Own Lashes and Held in Place for a Second.
Joan Crawford Shows Us the Effect.



NEW FLORAL PERFUMES FOR SPRING.
First There Is Giroflee, a Scent Which Has the Spiciness of the Carnation.
A Softly Blended Overtone Makes It Different From Any Other Perfume.
Second Is the New Rose, Which Is Extracted From the White Rose. Next
Comes the Muguet, a Truly Garden-Sweet Lily-of-the-Valley Scent. Fourth
Is Jasmin, a Rich and Exotic Fragrance.

YOUR PHOTO MADE INTO AN ENLARGED JIG-SAW PUZZLE

Just send us a picture (any size snapshot will do) of yourself, a friend, sweetheart, child, pet, home or any other scene and we will make a regular enlargement of it 108 square inches in size, mount it on full weight heavy board, hand paint it in natural colors and cut it up into a swell jig saw puzzle. We employ regular portrait artists to hand color your picture.

JUST IMAGINE THE FUN

Send or give this puzzle to your sweetheart or friend and have him or her solve it to recognize your own picture. Or think of the surprise on little Mary's or Johnnie's face when she or he discovers the puzzle that was so much fun to put together turns out to be none other than her own or his own picture—or perhaps Rover standing on his hind legs.

BE THE FIRST AMONG YOUR FRIENDS TO GRASP THIS NEW IDEA — MILES AHEAD OF THE ORDINARY JIG-SAW PUZZLE.

SENT COMPLETE
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SEND NO MONEY

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I enclose pictures which you are to
enlarge, mount on heavy board, hand color,
and cut up into a jig saw puzzle for only 79c
each for \$1.50 plus few cents postage.
The picture I send you is to be safely
returned.

Name
Address
City



THE PLAY OF THE WEEK: "ALIEN CORN" AT THE BELASCO THEATRE



(No. 1)

KATHARINE CORNELL AND JAMES RENNIE in a Scene From Sidney Howard's New Play, "Alien Corn," at the Belasco Theatre, in Which Miss Cornell Plays the Part of Elsa Brandt, the Gifted Daughter of Two Famous Musicians, Who Teaches Music in a Small College for Women in the Middle West in Order to Finance Her Return to Vienna to Pursue Her Studies of the Piano.
(All Photos by Vandamm.)



(No. 2.)

ELSA AND HER FATHER (SIEGFRIED RUMANN). Celebrate the News That She Has Been Awarded a Scholarship to Study in Her Native City of Vienna. Professor Stockton (E. J. Ballantine), Professor Watkins (Richard Sterling) and Professor Vardaman (Luther Adler) Join in the Jubilation.



(No. 3.)

DISAPPOINTMENT FOLLOWED BY NEW HOPES. Elsa's Scholarship Having Been Revoked Because She Is Not an American Citizen, She Finds Some Solace in the Plans of a Musically Ambitious Society Leader, Muriel Conway (Lily Cahill), to Sponsor a Series of Recitals to Raise Funds for Her.



(No. 4.)

TORN BETWEEN AFFECTION AND AMBITION, Elsa Solicits the Advice of Phipps (Charles D. Brown), a Cynical Newspaper Man, Who Warns Her Not to Let Her Love for Her Sponsor's Husband, Harry Conway, Jeopardize Her Chance of Returning to Vienna.

(No. 5.) At Right—

OTTOKAR BRANDT CONSOLES HIS DAUGHTER, After Mrs. Conway Has Canceled the Concerts Upon Hearing of Her Husband's Interest in the Young Pianist.



THE DERBY CAMERA



A NEW CAMERA SENSATION

A \$50 VALUE

Size: 4½x2½x1½ inches

A miniature camera taking 16 sharp, crisp pictures on one roll of Vest Pocket Film—the Foth-Derby, a good camera at any price, is the outstanding camera value of the day.

FEATURES

Large Picture Size (1½x1½), delayed action, focal plane shutter, speeds up to 1/500th second, new ultra-rapid Foth f:3.5 lens, large magnifying tube-sight view finder.

THE DERBY FREE TRIAL OFFER

The Foth-Derby will be gladly sent on 10 days' free trial. Unless you feel perfectly satisfied, you are at liberty to return the camera.

\$22.50

Older model, almost identical to above \$17.95

Send for other offerings on Miniature Cameras.

BURLEIGH BROOKS
127 West 42d St., New York

LIFE ON THE STAGE AS SEEN ON THE SCREEN



AN IMPORTANT PRELUDE TO A MUSICAL COMEDY PRODUCTION: WARNER BAXTER as the Famous Broadway Director, Julian Marsh, Is Signed by the Producers, Barry and Jones (Ned Sparks and Robert McWade) to Direct Their New Show, in a Scene From the Warner Brothers' Picture, "42nd Street," a Story of Life Back-Stage and Its Relation to an Ambitious Young Show Girl Who Is Determined on a Successful Theatrical Career.



A ROMANCE THAT LOOSENERED THE PURSE STRINGS: BEEBE DANIELS as Dorothy Brock, the Star of the Show, Reads Her Contract to Abner Dillon (Guy Kibbe), a Wealthy Manufacturer Whose Affection for Her Prompted Him to Supply the Operating Capital for the Production.



OPPORTUNITY COMES TO THE CHORUS: RUBY KEELER AS PEGGY, an Ambitious Young Understudy of the Star, Practising the Dance Routine With Terry Neil (Eddie Nugent) in Preparation for the Leading Part in the Show Opened to Her by an Accident to Dorothy Brock.



ON THE FAST EXPRESS TO THEATRICAL FAME: PEGGY REACHES STARDOM in the "Back to Buffalo" Train Scene of the Musical Comedy in Which She Rose From the Obscurity of the Chorus to the Pinnacle of Success. (Van Pelt.)

Callouses Gently fade away

Corns and Callouses yield at once to the wonderful medicated adhesive. You walk, play, dance in comfort. No more nagging foot pains. New medicated adhesive fabric absorbs all hard growths without injury to healthy flesh. Antiseptic, healing. Big spool, 60 square inches. Send \$1. and if not satisfied after trying get full refund. Comfitape Laboratory, Box T-4, Burlington, Vermont.



Booklovers Prefer

The New York Times
Book Review

William H. Wells of Denhard, Pfeiffer & Wells, Inc., says:

"... In 1931 the publishers spent roughly \$2,000,000 in advertising in newspapers and magazines.

One-fourth of that amount was spent in The New York Times Book Review, which is read not only in New York but in every State in the Union. Why do publishers spend half a million dollars a year to advertise to readers of The Times Book Review? Because if it were not for those people there would be no general book business in this country."

The publishers of one of Abbe Dimnet's books sent with each copy a return postcard which asked each customer why he or she had bought the book. Out of a thousand cards chosen at random 442 said they had read the book because of a review they had seen. 110 of the 442 had read the review in The New York Times, 60 in the next newspaper. 1,000 bought the book because of an advertisement they had seen. 149 had seen the ad in The Times; 40 in the next newspaper.

The New York Times
Book Review

Part of the Sunday edition or by mail \$2 a year to any address in the United States

Metropolitan Amusement Guide

EMPIRE STATE

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THE WORLD'S GREATEST SPECTACLE
... NEW YORK ITSELF from THE TOP of NEW YORK

OPEN 8 A.M. TO 1 A.M.

86th and 102nd FLOORS
OPEN AIR TERRACE
HEATED GLASS ENCLOSURES
REFRESHMENTS

OBSERVATORIES

"The classiest musical in town."—News. "Fine production, smart entertainment."—W.-Telegram

FRED ASTAIRE **GAY DIVORCE**
in "The New Hit of the Town."—Bk. Eagle.
with CLAIRE LUCE, LUILLA GEAR

SHUBERT THEATRE 44th St., West of B'way. Even. 8:30, \$1.00 to \$3.00
Mats. Wednesday & Saturday 2:30, \$1.00 to \$2.50

SAM H. HARRIS presents
"DINNER AT EIGHT"
A NEW PLAY IN ELEVEN SCENES
By GEORGE S. KAUFMAN and EDNA FERBER
MUSIC BOX THEATRE, W. 45 St. Eves. 8:35 Sharp—Mats. Thurs. & Sat.

"By all odds the gayest musical show to strike New York this year."—John Mason Brown, Eve. Post.
Schwab & De Sylva's Musical Comedy

TAKE A CHANCE
JACK HALEY with ETHEL MERMAN JACK WHITING
Sid Silvers June Knight Mitzi Mayfair
APOLLO West 42d St. Evenings at 8:30
Matineses Wednesday & Saturday 2:30
GOOD SEATS FOR ALL PERFORMANCES AT BOX OFFICE

KATHARINE CORNELL presents Sidney Howard's
ALIEN CORN
Belasco Theater

"A perfect entertainment; children from eight to eighty are certain to enjoy it. But those from eighteen on are the ones you can depend upon."—ROBERT GARLAND, World-Telegram

Eva Le Gallienne's production
"ALICE IN WONDERLAND"
HUTCHINSON — SCHILDKRAUT — LE GALLIENNE
AND THE CIVIC REPERTORY COMPANY
NEW AMSTERDAM Thea., W. 42 St. PRICES 50c-\$2 (Plus Tax) EVES. 8:30; Mats. 2:30
Wks. 7-8312

THE THEATRE GUILD presents
AMERICAN DREAM
By GEORGE O'NEIL
GUILD THEATRE, 52d St. West of Broadway

BIOGRAPHY
A Comedy by S. N. BEHRMAN
AVON THEATRE, 45th St. West of Broadway

"A Four Star Hit"—JOHN CHAPMAN, NEWS
★★ **"ONE SUNDAY AFTERNOON"** ★★
"The next time you go to the theatre, please go to see 'One Sunday Afternoon'."—Bernard Sobel, Mirror

LITTLE THEATRE 44th STREET WEST OF BROADWAY
EVES. 8:45. MATS. WED. AND SAT.

Gilbert Miller Presents:
PAULINE LORD in THE LATE CHRISTOPHER BEAN with WALTER CONNOLLY
"Most enjoyable comedy of the season; it is almost too good to be true."—Krutch, The Nation.
HENRY MILLER'S THEATRE 124 WEST 43d STREET
Evenings at 8:45—3 Mats. Weekly—WED., THURS., SAT., 2:45.

MAX GORDON PRESENTS
Alfred Lunt Lynn Fontanne Noel Coward
in **'Design For Living'**
A New Play by MR. COWARD
ETHEL BARRYMORE THEATRE, 47th Street, West of Broadway.
Eves. 8:30 Sharp. Mats. Wed. & Sat. 2:30 Sharp.

"SEASON'S NEWEST DELIGHT...has charm, sentiment, tears and laughter."—Walter Winchell.

George White's Melody
with the Greatest Cast ever assembled
EVELYN HERBERT * EVERETT MARSHALL * WALTER WOOLF
JEANNE AUBERT * HAL SKELLY * GEORGE HOUSTON
and a brilliant cast of 100, including
50—GEORGE WHITE BEAUTIES—50
CASINO THEATRE, 7th AV. & 50th ST. COLUMBUS 5-1300
EVENINGS \$1 to \$3—WED. MAT. \$1 to \$2—SAT. MAT. \$1 to \$2.50

MUSIC IN THE AIR
By JEROME KERN & OSCAR HAMMERSTEIN 2nd
with Reinhard Werrenrath, Tullio Carminati, Natalie Hall, Walter Slezak,
Al Shean, Katherine Carrington, Harry Mestayer, Nicholas Joy
ALVIN THEATRE WEST 52nd ST. | Matines Thursday & Saturday 2:30.
EVENINGS at 8:30. ENTIRE ORCHESTRA.....\$3.00

ARTHUR J. BECKHARD presents
"Commended to your attention."—Nathan, Judge.

GOODBYE AGAIN
with OSGOOD PERKINS and SALLY BATES
MASQUE THEA., 45 St., W. of B'way. Evgs. 8:40; Mats. Wed. & Sat. 2:40. Bargain Balcony \$1 & \$1.50

If you play bridge, poker or pinochle . . .
YOU'LL GET A LESSON IN LOVE from "GRAND SLAM"
WINTER GARDEN, B'way & 50th St.

JOAN BLONDELL-CHESTER MORRIS
IN A FIRST NATIONAL PICTURE
"BLONDIE JOHNSON" NEW YORK STRAND
B'way & 47th St.—Popular Prices

"THE MYSTERY OF THE **WAX MUSEUM**"
25c to 6:30 with LIONEL ATWILL, GLENDA FARRELL
Except Saturdays, Sundays and Holidays BROOKLYN STRAND
Fulton & Rockwell—Midnite Show SAT.

RADIO CITY THEATRES—SHOW PLACE OF THE NATION
MUSIC HALL 50th St. & 6 AV. DIRECTION "ROXY" NEW ROXY 49th St. & 6 AV.
Outthrilling the Wildest Thrills THURSDAY MAR. 2 AT BOTH THEATRES

KING KONG
STAGE SHOWS MARKING A NEW ERA IN ENTERTAINMENT
Singing Choruses—Roxyettes—Ballets & Orchestras Features at Both Theatres
11 A. M. to 1 P. M. 35c; 1 to 6 P. M. 55c; Then 75c. Mon. to Fri.

Which of These Mistakes in English Do YOU Make?

HOW SHERWIN CODY'S patented 100% Self-Correcting Device has shown more than 70,000 people an easy way to expressive English. Only 15 minutes a day required to improve your speech and writing.

HOW often do you hear others say, "I didn't see him since . . ." "those kind," "she don't care," "nowheres," "can't hardly." Persons who make these mistakes are never *sure* of themselves. They seldom know, for example, whether or not to spell "separate" with "e" or "a" after the "p" or "recommend" with one or two "c's" or "m's." They often hesitate to use simple words like "finance," "comparable," and "penalize" for fear of pronouncing them wrong. They are inclined to overwork commonplace words such as "wonderful," "clever," "adorable," and "marvelous" until their speech and writing become dull and lifeless. How grossly their mistakes and hackneyed language *misrepresent* them!

What Does Your English Tell About You?

It is so easy to say, "But I am not like that!" Unfortunately, however, if you do make mistakes, you are doubtless unconscious of them. Nevertheless, *others* notice them, and may misjudge you accordingly. Even if you are not guilty of the slips mentioned above, is it not possible that you make other equally unpardonable blunders without realizing it?

Every time you talk or write, your English either handicaps or helps you. If you use crude, ungrammatical expressions—if your pronunciation is faulty—if your vocabulary is limited—if you hem and haw in vainly trying to express your ideas—*others* are certain to feel that you lack educational advantages, even though they are too polite to mention it. But if you can always express yourself correctly and easily—without groping for the right word to express your meaning—without slipping up in grammar—*others* will see in your English a favorable reflection of your culture and refinement.

Correct English Habits Now Easy to Form

No one can blame you for shying away from the old-fashioned way to improve your English—with its bugbear of rules. But now the mastery of English has been made so easy that you can learn to talk correctly and fluently *without even thinking about it*. The knack of spelling correctly and punctuating properly can be so firmly fixed in your mind that you can never forget. The whole study of English has been so

simplified that you can actually enjoy increasing your vocabulary and gaining a new power of language!

This is what Sherwin Cody, the well-known authority on English, now offers you—a simple, common-sense way to attain mastery of English in only a few minutes a day.

Sherwin Cody's Remarkable 100% Self-Correcting Invention

The basic principle of Mr. Cody's new method is habit-forming. His 100% Self-Correcting Device, upon which he has been granted a patent, helps you in finding your mistakes and concentrating your attention *only* upon them. It does not bother you about forms you already know. Through constantly showing you the right way this device quickly makes your English habitually correct. There is no wasted effort—few rules to memorize—no tiresome studying.

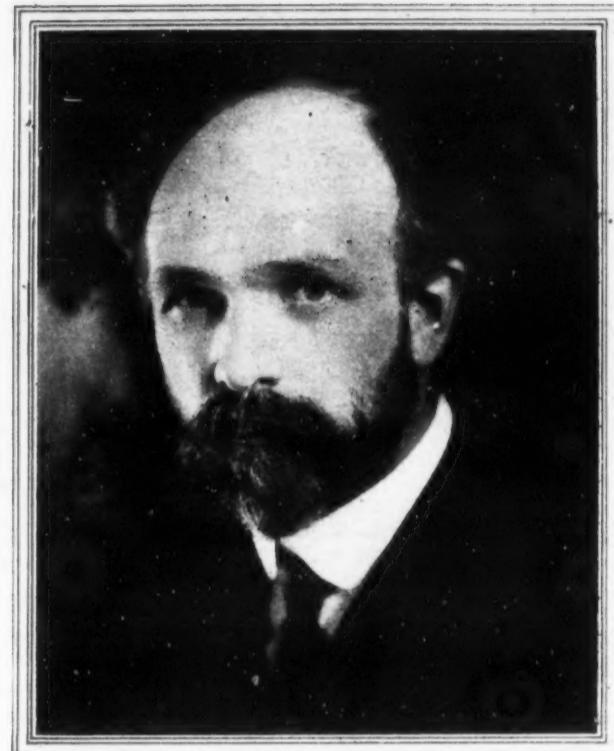
What Cody Did at Gary

The formation of any habit comes only from constant practice. Shakespeare, you may be sure, never studied rules. No one who writes and speaks correctly thinks of rules when he is doing so.

Here is our mother tongue, a language that has built up our civilization, and without which we should all still be muttering savages! Yet our schools, by wrong methods, have made it a study to be avoided—the hardest of tasks instead of the most fascinating of games! For years it has been a crying disgrace.

In that point lies the real difference between Sherwin Cody and the schools! Here is an illustration. Some years ago Mr. Cody was invited by William Wirt, author of the famous Gary System of Education, to teach English to all upper-grade pupils in Gary, Indiana. By means of unique practice exercises *Mr. Cody secured more improvement in these pupils in five weeks than previously had been obtained by similar pupils in two years under old methods*. There is no guesswork about these results. They were proved by scientific comparisons. Amazing as this improvement was, more interesting still was the fact that the children were "wild" about the study. It was like playing a game.

That Mr. Cody has unquestionably modernized English instruction is evidenced by



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the fact that over 70,000 persons have already improved their English through his simple method. You are invited to learn more in detail about Sherwin Cody's method and what it can do for *you*. There is no obligation. A stamp is all it will cost.

Mail Coupon for Free Booklet

If you want to learn exactly how to get rid of embarrassing mistakes in grammar, punctuation, spelling, pronunciation—how to present your ideas clearly, forcefully and persuasively—how to gain the self-confidence that an easy familiarity with good English always brings—send TODAY for our new free booklet, "How You Can Master Good English in 15 Minutes a Day." This booklet tells all about Mr. Cody's method—shows why it is easy, efficient and fascinating. This booklet will be sent free upon request. There is absolutely no obligation. Simply send the coupon or a letter or a postal card for it.

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